

Business Plan

liveisbet.com

NAVY BLUE

VENTURES N.V.

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1.OVERVIEW OF BUSINESS

1.1.PROJECT SUMMARY

Liveisbet is a startup project aiming to obtain a GCB License in 2024. The operator is a Curacao-based company NAVY BLUE VENTURES N.V., that provides enhanced online gaming experiences, incorporating technologies designed to engage players.

The domain is liveisbet.com, operated by NAVY BLUE VENTURES N.V.

← → ↺

admin.gandi.net/domain/9980e5a4-2b9a-11ee-934b-00163e94b645/liveisbet.com/contacts

gandi.net

liveisbet.com

AGNESA KLEINE

DASHBOARD

DOMAIN

SSL CERTIFICATES

WEB HOSTING

CLOUD V5

GANDICLOUD VPS

BILLING

ORGANIZATIONS

Support

Status

Docs

Webmail

Contracts

News

Home

Overview

Email

DNS Records

Nameservers

Web forwarding

Domain Contacts

Sharing

Activity

>

We are required to send owner and contact information to the registry during its creation or transfer in. Below, you will be able to view and change the contact information associated with this domain. This is the data that is associated with the WHOIS information. [Learn more](#)

Owner

AGNESA KLEINE

kleineagnesa@gmail.com

Type: Company

24, STIRNU STREET, Apt.: 6

RIGA, LV-1035

Latvia

+357.95710932

Enabled

Email address privacy

Enabled

WHOIS privacy

[Edit information](#)

Change domain owner

Other contacts

The owner is also the

Administrative

Change

The owner is also the

Technical

Change

The owner is also the

Billing Contact

Change

Use teams to grant and manage permissions on your products ([learn more](#))

View Teams

3

Prospective Regulatory authority starting 2024: Gaming Control Board. The application for the government license is currently in progress.



Company Description:

- Company Description:

Welcome to liveisbet, where we redefine online gambling by offering an immersive and responsible gaming experience. With a focus on innovation, integrity, and excitement, we transcend boundaries in the dynamic digital gaming landscape.

- Vision:

At liveisbet, we envision a global gaming community where every player feels empowered, entertained, and secure. Our goal is to reshape the gaming industry by fostering innovation, embracing responsibility, and creating an inclusive environment for players from all backgrounds.

- Mission:

liveisbet is guided by core principles:

Innovation Hub: We drive technological advancements to deliver cutting-edge gaming experiences.

Responsible Gaming Advocacy: We proactively implement player protection measures and promote healthy gaming habits.

Player-Centric Focus: We prioritize our players, offering personalized experiences and responsive support.

Global Connectivity: We break down geographical barriers, welcoming players from diverse cultures.

- Goals:

Excellence in Entertainment: We strive for excellence, providing games that offer social interaction and skill development.

Innovation Leadership: We aim to set new standards in gaming excellence, surprising players with engaging experiences.

Community Impact: We contribute to charitable causes and promote responsible gaming.

Sustainable Growth: We balance financial success with ethical practices and player well-being.

1.2.UBO BACKGROUND

1.2.1 The UBO of the project is Mrs. Agnesa Kleine.

Agnesa is a detail-oriented Accounting Specialist with a proven track record in maintaining accurate financial records, processing transactions, and ensuring compliance. Proficient in accounts payable/receivable, budget management, and financial reporting. Adept at utilizing accounting software to streamline operations. Strong analytical and problem-solving skills, committed to precision. Excellent communicator and team player, seeking to contribute expertise to a dynamic organization. Prior roles include Chief Accountant in a number of gambling companies in Latvia, including Casino777 and Feniks Casino.

Agnesa is also a UBO and manager of the project Najahbet.com, which has applied for a b2c sub-license with Gaming Curacao in 2024.



AGNESA KLEINE

Detail-oriented Accounting Specialist with a proven track record in maintaining accurate financial records, processing transactions, and ensuring compliance. Proficient in accounts payable/receivable, budget management, and financial reporting. Adept at utilizing accounting software to streamline operations. Strong analytical and problem-solving skills, committed to precision. Excellent communicator and team player, seeking to contribute expertise to a dynamic organization.

EXPERIENCE

FOUNDER

NAJAHBET

2023 - Present

- Strategic planning of business processes, compliance with regulations
- Mitigating of the risks associated with the gaming industry and the ability to implement effective risk management strategies.
- Develop and manage a budget to cover operating expenses and unforeseen costs.

CHIEF ACCOUNTANT

CASINO 777, Riga, Latvia

2015 - 2023

- Address inquiries and resolve issues related to billing and payments
- Assist in budgeting and forecasting activities.

CHIEF ACCOUNTANT

FENIKS CASINO, Riga, Latvia

2014 - 2015

- Monitor and control company expenses.
- Assist in the preparation of financial statements and reports
- Generate and send invoices to clients.



Riga, Latvia
kleineagnes@gmail.com

EDUCATION

COMPUTER TECHNOLOGY AND ANALYTICS

Riga Technical University

1990 - 1995

SKILLS

- iGaming
- Accounting
- Compliance
- Finance

1.3.GAMES LIST

Main types of casino games:

1.3.1 Type 1 – Games of Chance (RNG-based games such as slots and casino table games)

1.3.2 Type 2 – Betting (including live betting and virtual-sports betting)

1.3.3 Type 3 – Live Dealer Games

1.3.4 Type 4 – Pooled-prize games (such as lotteries and parimutuel)

1.3.5 Type 5: Promoting peer-to-peer games (such as sport-exchange, bingo and poker)

1.4.INDICATORS OF THE PROJECT

The economic viability of the project has been substantiated through the calculation of conventional financial indicators commonly employed in project analysis.

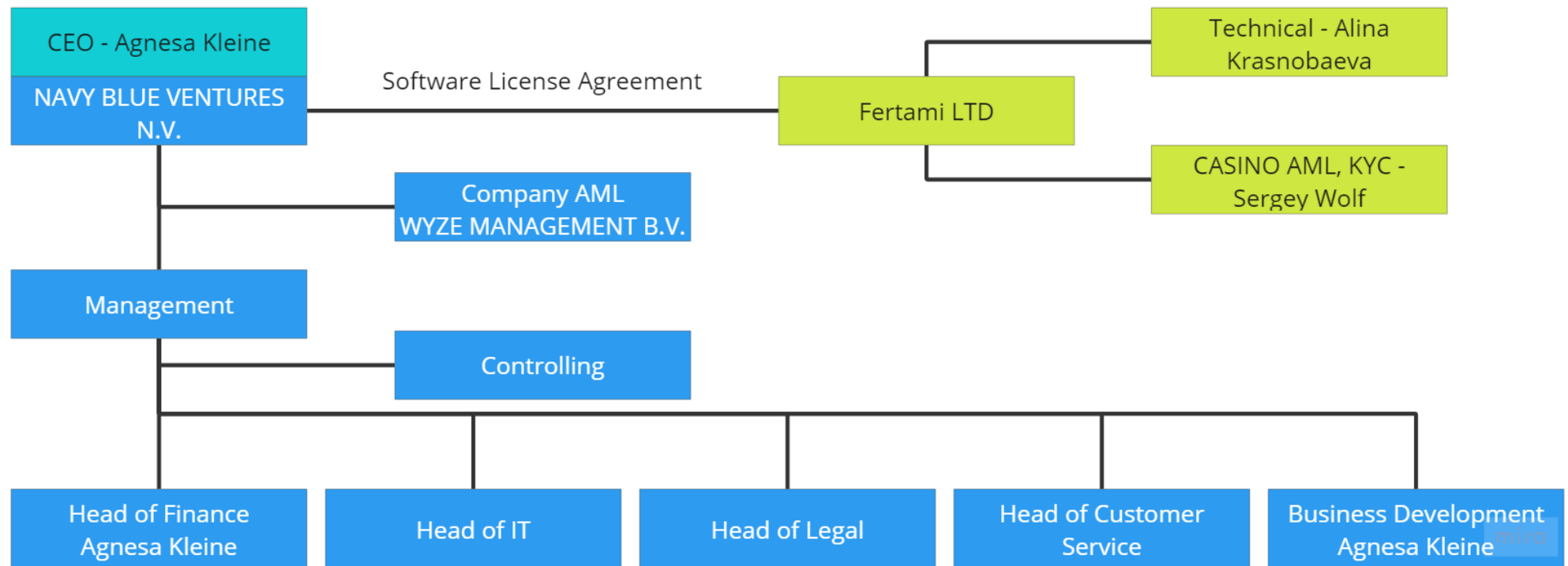
Table 1. Indicators of the project

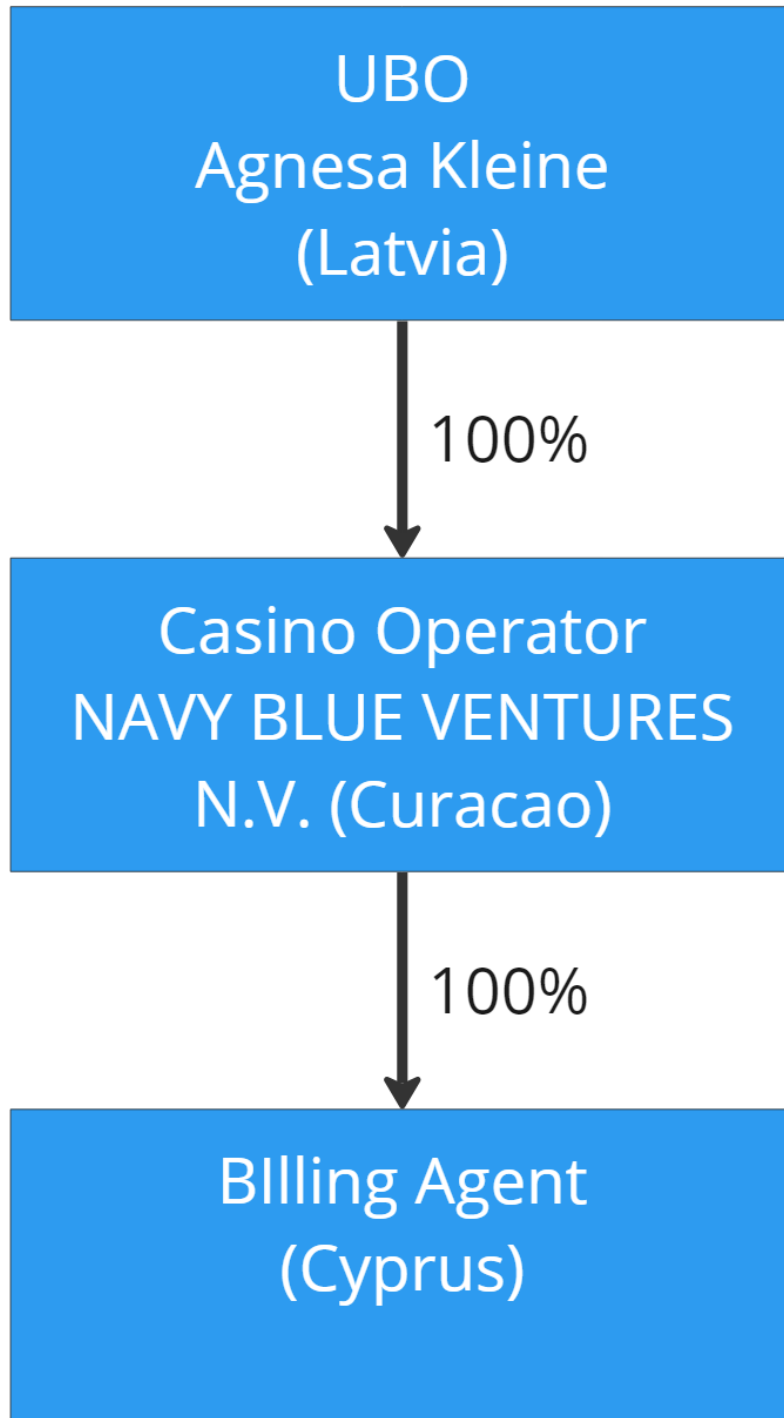
Name of the index	Value of the index
Calculation period of the project, year	3
Laid-down capital (LDC), EUR	143 520
Sum of proceeds (SP), EUR	3 880 748
Net average operational receipts per month (NAOR), EUR	18 845
Net profit for the project period, EUR	581 475
Average profitability for the project period (net profit to proceeds	14,98%
Discounting rate (DR), %	19,20%
Net present value (NPV), EUR	230 199
Average Rate of Return of investments (ARR)	9,20%
Return on investment (ROI)	305%
Profitability index (PI)	1,6
Internal rate of return (IRR)	74,37%
Pay back period of the project in whole (PBP), incl. financing scheme	18 months
	1,5 years

2.COMPANY MANAGEMENT STRUCTURE

2.1.BOARD OVERSIGHT

UBO, serving as both the CEO and sole shareholder of the Operator, actively oversees the daily operations of the business. She delegates strategies and decisions directly to various departments and functions, fostering agility and preventing decision-making bottlenecks. Legal support is handled internally by dedicated departments and officers. The majority of decisions are made by department heads, with final approval from the CEO. Currently, positions for the Head of Customer Service and Head of Business Development remain vacant. Internal recruitment takes precedence over external hiring, with extensive experience in operational online casinos being a crucial qualification.





miro

3.FINANCIAL SUMMARY

3.1.FINANCIAL ESTIMATION FOR THE FIRST, SECOND AND THIRD YEAR

Table 2. Cash flow for the first year, euro

	Total for 3 years	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25
Month of the project		1	2	3	4	5	6	7	8	9	10	11	12
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 143 520	- 129 260	-	-	- 14 260	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 129 260	- 129 260	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 11 960	-	-	-	- 11 960	-	-	-	-	-	-	-	-
Office equipment and stationery	- 2 300	-	-	-	- 2 300	-	-	-	-	-	-	-	-
Cash flow - OPERATING	678 428	-	-	-	-	44 984	5 203	3 294	1 297	1 641	3 926	32 096	4 899
Proceeds	3 880 748	-	-	-	-	25 200	30 996	34 212	37 647	42 166	46 488	52 081	59 003
Income from clients	3 880 748	-	-	-	-	25 200	30 996	34 212	37 647	42 166	46 488	52 081	59 003
Expenses total	- 3 202 320	-	-	-	-	70 184	36 199	37 506	38 943	40 525	42 562	84 177	54 104
Direct costs	- 2 526 378	-	-	-	-	58 884	24 899	26 206	27 643	29 225	30 964	32 877	42 232
Advertising costs	- 1 139 417	-	-	-	-	22 680	13 068	14 375	15 812	17 394	19 133	21 046	23 151
Additional staff costs	- 935 250	-	-	-	-	-	-	-	-	-	-	-	7 250
License fees	- 138 111	-	-	-	-	26 404	2 031	2 031	2 031	2 031	2 031	2 031	2 031
Salary	- 313 600	-	-	-	-	9 800	9 800	9 800	9 800	9 800	9 800	9 800	9 800
Indirect costs	- 481 600	-	-	-	-	11 300	11 300	11 300	11 300	11 300	11 300	51 300	11 300
Accounting	- 112 000	-	-	-	-	3 500	3 500	3 500	3 500	3 500	3 500	3 500	3 500
Office equipment maintenance	- 87 467	-	-	-	-	2 733	2 733	2 733	2 733	2 733	2 733	2 733	2 733

Hosting	-	120 000	-	-	-	-	-	-	-	-	-	-	40 000	-		
Office rent	-	48 000	-	-	-	-	1 500	-	1 500	-	1 500	-	1 500	-	1 500	
Legal support	-	114 133	-	-	-	-	3 567	-	3 567	-	3 567	-	3 567	-	3 567	
Taxes	-	194 342	-	-	-	-	-	-	-	-	-	-	298	-	572	
Profit tax	-	194 342	-	-	-	-	-	-	-	-	-	-	298	-	572	
Cash flow - FINANCING	-	10 767	129 260	-	-	14 260	44 984	5 203	3 294	1 297	-	-	370	32 096	-	710
Co-investor's investment		230 394	129 260	-	-	14 260	44 984	5 203	3 294	1 297	-	-	-	32 096	-	-
Refunds to co-investor	-	241 160	-	-	-	-	-	-	-	-	-	-	370	-	-	710

CASH FLOW OF THE PROJECT		524 141	-	-	-	-	-	-	-	-	1 641	3 557	-	-	4 189
progressive total (cash balance)		524 141	-	-	-	-	-	-	-	-	1 641	5 198	5 198	-	9 387

Table 3. Cash flow for the second year, euro

	Total for 3 years	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26
Month of the project		13	14	15	16	17	18	19	20	21	22	23	24
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 143 520	-	-	-	-	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 129 260	-	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 11 960	-	-	-	-	-	-	-	-	-	-	-	-
Office equipment and stationery	- 2 300	-	-	-	-	-	-	-	-	-	-	-	-
Cash flow - OPERATING	678 428	9 330	14 497	25 271	32 866	13 581	35 764	37 271	36 237	33 705	38 347	4 815	38 855
Proceeds	3 880 748	66 999	76 170	92 784	103 445	111 296	116 344	119 286	126 251	131 326	138 381	143 778	148 590
Income from clients	3 880 748	66 999	76 170	92 784	103 445	111 296	116 344	119 286	126 251	131 326	138 381	143 778	148 590
Expenses total	- 3 202 320	- 57 669	- 61 673	- 67 513	- 70 579	- 97 715	- 80 580	- 82 015	- 90 014	- 97 621	- 100 034	- 138 963	- 109 735
Direct costs	- 2 526 378	- 44 547	- 47 093	- 49 895	- 50 819	- 83 394	- 60 002	- 61 012	- 69 302	- 77 624	- 78 728	- 87 115	- 88 286
Advertising costs	- 1 139 417	- 25 466	- 28 012	- 30 814	- 31 738	- 32 690	- 33 671	- 34 681	- 35 721	- 36 793	- 37 897	- 39 034	- 40 205
Additional staff costs	- 935 250	- 7 250	- 7 250	- 7 250	- 7 250	- 14 500	- 14 500	- 14 500	- 21 750	- 29 000	- 29 000	- 36 250	- 36 250
License fees	- 138 111	- 2 031	- 2 031	- 2 031	- 2 031	- 26 404	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031
Salary	- 313 600	- 9 800	- 9 800	- 9 800	- 9 800	- 9 800	- 9 800	- 9 800	- 9 800	- 9 800	- 9 800	- 9 800	- 9 800
Indirect costs	- 481 600	- 11 300	- 11 300	- 11 300	- 11 300	- 11 300	- 11 300	- 11 300	- 11 300	- 11 300	- 11 300	- 51 300	- 11 300
Accounting	- 112 000	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500
Office equipment maintenance	- 87 467	- 2 733	- 2 733	- 2 733	- 2 733	- 2 733	- 2 733	- 2 733	- 2 733	- 2 733	- 2 733	- 2 733	- 2 733
Hosting	- 120 000	-	-	-	-	-	-	-	-	-	-	- 40 000	-
Office rent	- 48 000	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500
Legal support	- 114 133	- 3 567	- 3 567	- 3 567	- 3 567	- 3 567	- 3 567	- 3 567	- 3 567	- 3 567	- 3 567	- 3 567	- 3 567
Taxes	- 194 342	- 1 822	- 3 279	- 6 318	- 8 460	- 3 021	- 9 278	- 9 703	- 9 411	- 8 697	- 10 006	- 549	- 10 149
Profit tax	- 194 342	- 1 822	- 3 279	- 6 318	- 8 460	- 3 021	- 9 278	- 9 703	- 9 411	- 8 697	- 10 006	- 549	- 10 149
Cash flow - FINANCING	- 10 767	- 2 261	- 4 069	- 7 840	- 10 498	- 3 749	- 11 513	- 12 040	- 11 678	- 10 792	- 12 417	- 681	- 12 595

Co-investor's investment	230 394	-	-	-	-	-	-	-	-	-	-	-	-
Refunds to co-investor	- 241 160	- 2 261	- 4 069	- 7 840	- 10 498	- 3 749	- 11 513	- 12 040	- 11 678	- 10 792	- 12 417	- 681	- 12 595

CASH FLOW OF THE PROJECT	524 141	7 069	10 428	17 431	22 367	9 832	24 251	25 231	24 559	22 913	25 930	4 134	26 260
progressive total (cash balance)	524 141	16 457	26 884	44 315	66 682	76 514	100 766	125 996	150 555	173 468	199 398	203 532	229 793

Table 4. Cash flow for the third year, euro

	Total for 3 years	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27
Month of the project		25	26	27	28	29	30	31	32	33	34	35	36
Number of days in the period		30	31	30	31	31	30	31	30	31	31	28	31
Cash flow - INVESTING	- 143 520	-	-	-	-	-	-	-	-	-	-	-	-
Acquisition of a license and security payment	- 129 260	-	-	-	-	-	-	-	-	-	-	-	-
Payment for the Amazon server	- 11 960	-	-	-	-	-	-	-	-	-	-	-	-
Office equipment and stationery	- 2 300	-	-	-	-	-	-	-	-	-	-	-	-
Cash flow - OPERATING	678 428	35 752	30 566	32 332	26 587	8 037	29 279	37 903	41 784	50 887	54 620	30 009	56 541
Proceeds	3 880 748	145 818	147 662	151 206	152 408	154 356	165 865	178 361	192 071	205 270	218 879	228 948	237 462
Income from clients	3 880 748	145 818	147 662	151 206	152 408	154 356	165 865	178 361	192 071	205 270	218 879	228 948	237 462
Expenses total	- 3 202 320	- 110 066	- 117 096	- 118 874	- 125 821	- 146 320	- 136 586	- 140 459	- 150 287	- 154 382	- 164 259	- 198 938	- 180 922
Direct costs	- 2 526 378	- 89 492	- 97 984	- 99 264	- 107 832	- 133 562	- 117 838	- 119 278	- 128 011	- 129 539	- 138 363	- 139 984	- 154 484
Advertising costs	- 1 139 417	- 41 411	- 42 653	- 43 933	- 45 251	- 46 608	- 48 007	- 49 447	- 50 930	- 52 458	- 54 032	- 55 653	- 55 653
Additional staff costs	- 935 250	- 36 250	- 43 500	- 43 500	- 50 750	- 50 750	- 58 000	- 58 000	- 65 250	- 65 250	- 72 500	- 72 500	- 87 000
License fees	- 138 111	- 2 031	- 2 031	- 2 031	- 2 031	- 26 404	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031	- 2 031
Salary	- 313 600	- 9 800	- 9 800	- 9 800	- 9 800	- 9 800	- 9 800	- 9 800	- 9 800	- 9 800	- 9 800	- 9 800	- 9 800
Indirect costs	- 481 600	- 11 300	- 11 300	- 11 300	- 11 300	- 11 300	- 11 300	- 11 300	- 11 300	- 11 300	- 11 300	- 51 300	- 11 300
Accounting	- 112 000	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500	- 3 500
Office equipment maintenance	- 87 467	- 2 733	- 2 733	- 2 733	- 2 733	- 2 733	- 2 733	- 2 733	- 2 733	- 2 733	- 2 733	- 2 733	- 2 733
Hosting	- 120 000	-	-	-	-	-	-	-	-	-	-	- 40 000	-
Office rent	- 48 000	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500	- 1 500

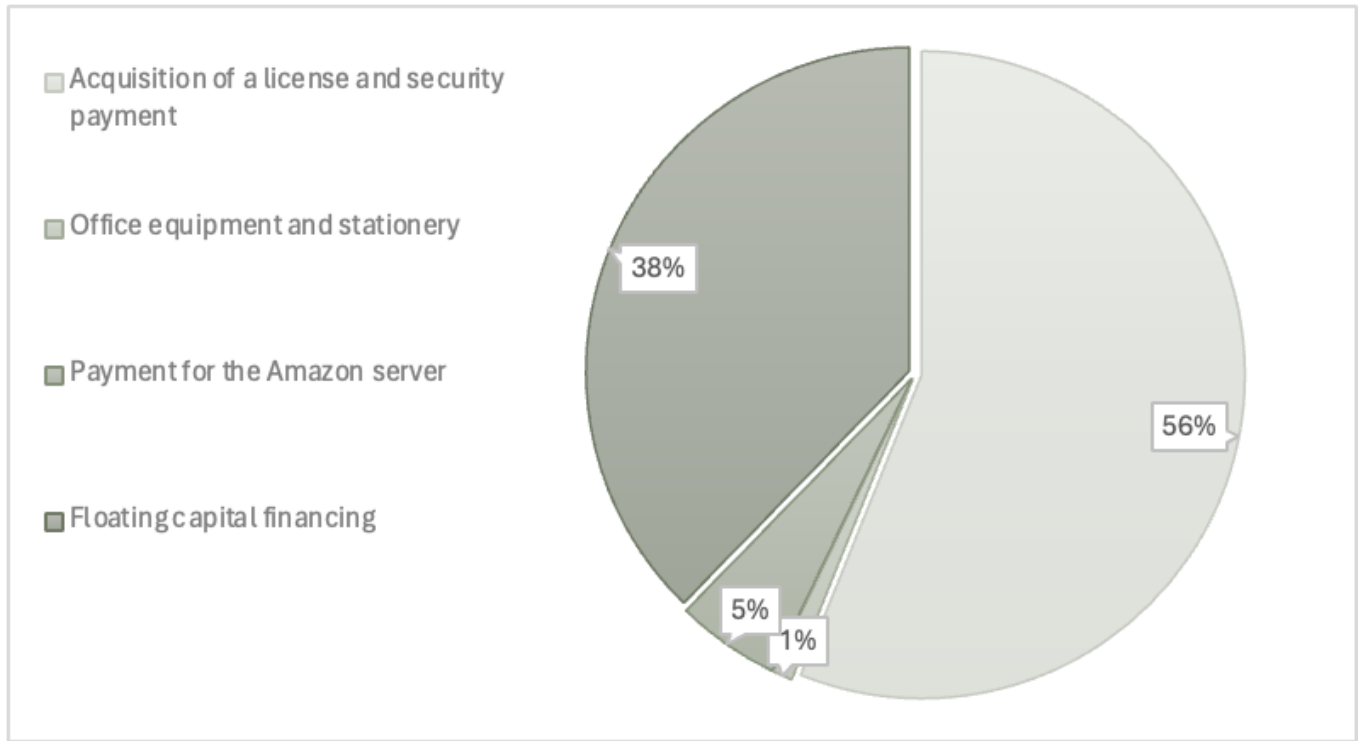
Legal support	-	114 133	-	3 567	-	3 567	-	3 567	-	3 567	-	3 567	-	3 567	-	3 567	-	3 567	-	3 567	-	3 567	-	3 567	-	3 567
Taxes	-	194 342	-	9 274	-	7 812	-	8 310	-	6 689	-	1 457	-	7 448	-	9 881	-	10 976	-	13 543	-	14 596	-	7 655	-	15 138
Profit tax	-	194 342	-	9 274	-	7 812	-	8 310	-	6 689	-	1 457	-	7 448	-	9 881	-	10 976	-	13 543	-	14 596	-	7 655	-	15 138
Cash flow - FINANCING	-	10 767	-	11 508	-	9 693	-	10 312	-	8 301	-	1 808	-	9 243	-	12 261	-	13 620	-	16 806	-	18 112	-	9 499	-	18 785
Co-investor's investment		230 394		-		-		-		-		-		-		-		-		-		-		-		-
Refunds to co-investor	-	241 160	-	11 508	-	9 693	-	10 312	-	8 301	-	1 808	-	9 243	-	12 261	-	13 620	-	16 806	-	18 112	-	9 499	-	18 785

CASH FLOW OF THE PROJECT		524 141		24 243		20 873		22 021		18 286		6 228		20 036		25 641		28 165		34 081		36 508		20 511		37 756
progressive total (cash balance)		524 141		254 036		274 909		296 929		315 215		321 444		341 480		367 121		395 285		429 367		465 874		486 385		524 141

3.2.INVESTMENT SCHEME, OUTLINING INVESTMENT TYPES, PROJECTED COSTS, AND SOURCE OF WEALTH EXPLANATION

The financial requirement for the project amounts to 230,3 thousand euros (EUR).

Diagram 1. Investments structure



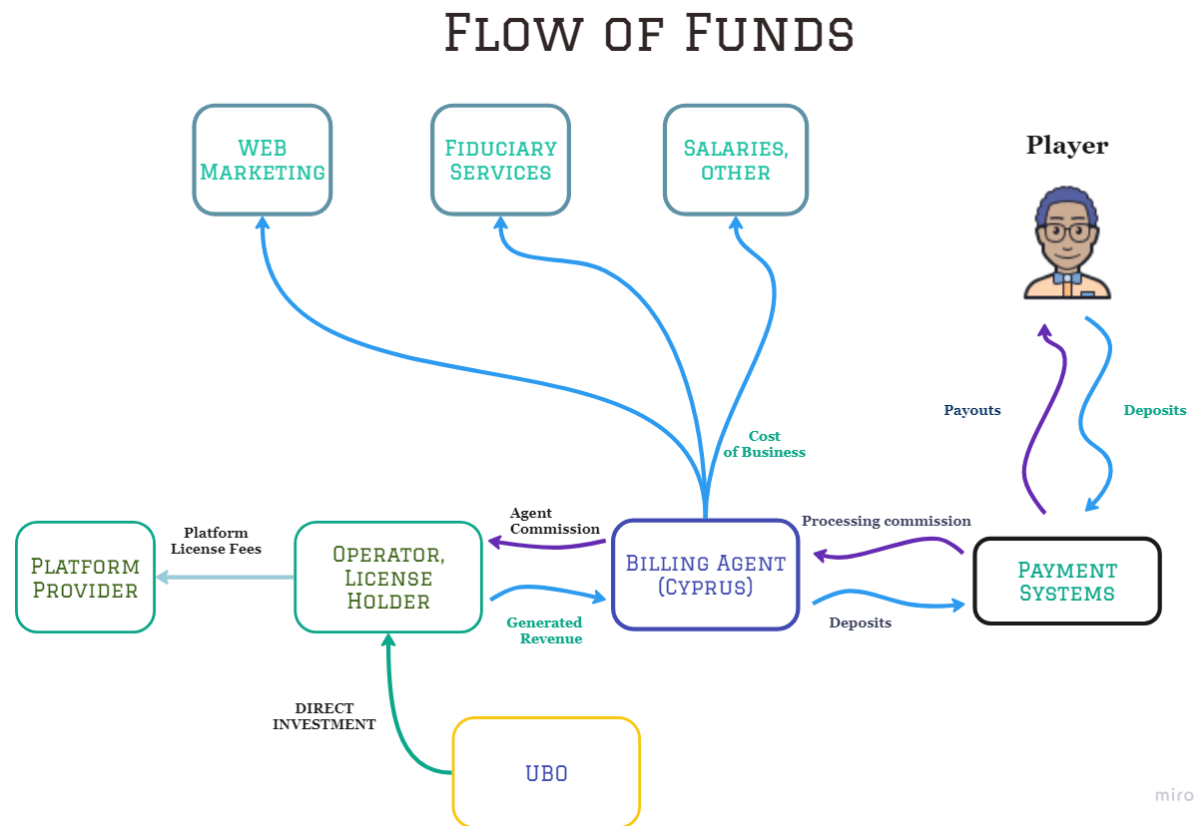
The project's funding is sourced from the investor. The total amount of payments to the investor over the project's duration is projected to be 241,1 thousand euros (EUR).

Type of initial investments - funds provided directly by the Ultimate Beneficial Owner.

Upon launch - profits generated directly from operations.

3.3.FLOW OF FUNDS SCHEMATIC

The cost of business for the project includes license fees to the Platform provider, Web-marketing, Service fees to employees and legal fees to fiduciary service providers.



4.PRODUCTS & SERVICES

4.1.REGISTRATIONS AND OPENING OF AN ACCOUNT

« Collapse block

Recommended

Top competitions

Top Games

Australia. Victoria Premier League 1...

2 Half, 91 minutes / Penalties 1-0

Bentleigh Greens U23

Kingston City U23

Detailed score

LIVE

SPORTS

ALL 852 328

TOP

Football (65)

Tennis (38)

Basketball (35)

Ice Hockey (10)

Volleyball (20)

Table Tennis (54)

Cricket (25)

Esports (16)

CATEGORIES FROM A TO Z

Alpine Skiing (1)

Australian Rules (1)

Badminton (4)

Baseball (6)

Beach Volleyball (2)

Boat Racing (4)

Livest

SPORTS

LIVE

TOTO

RESULTS

STATISTICS

REGISTRATION

LOG IN

11:04

EN

Matches

Recommended

Upcoming events

1st period

2nd period

With live streams

Football

Tennis

Basketball

Ice Hockey

Volleyball

Table Tennis

Cricket

Esports

Alpine Skiing

Australian Rules

Search by match

Australia. NBL

1

Team Wins

2

1

X

2

0

Total

U

+4

Tasmania JackJumpers

29

23

6

1.78

-

2.04

1.784

13

2.14

1.9

174.5

1.9

+276

Melbourne United

30

23

7

14:02 / 2 Quarter / Including Overtime

Australia. New South Wales Premier League

1

X

2

1X

12

2X

0

Total

U

+4

Manly United

0

0

6.12

4.85

1.43

2.72

1.165

1.11

2.01

3.5

1.8

+420

Sydney Olympic

1

1

24:55 / 1 Half

Australia. NPL Northern Territory

1

X

2

1X

12

2X

0

Total

U

+4

Mindil Aces

0

0

2.685

3.68

2.35

1.56

1.26

1.44

1.81

3.5

2

+470

Hellenic Athletic

0

0

04:58 / 1 Half

Taiwan Championship

1

Team Wins

2

1

X

2

0

Total

U

+4

Changhua BLL

4

4

2.056

-

1.768

2.1

13

1.79

1.89

149

1.91

+271

Bank of Taiwan

0

0

03:13 / 1 Quarter / Including Overtime

Australia. New South Wales Premier League 2

1

X

2

1X

12

2X

0

Total

U

+4

Granville Rage

0

0

2.24

4.07

2.65

1.45

1.22

1.61

1.755

3

2.07

+456

Parramatta

0

0

02:17 / 1 Half

Hawkesbury City

0

0

2.656

3.75

2.344

1.56

1.25

1.45

2.045

3

1.775

+432

Prospect United SC

0

0

Australia. NPL South Australia

1

X

2

1X

12

2X

0

Total

U

+4

North Eastern MetroStars

0

0

REGISTRATION

One-click

By phone

Brazil

Euro (EUR)

Promo code (if you have one)

REGISTER

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

By clicking this button you confirm that you have read and agree to the Terms and Conditions and Privacy Policy of the company, consent to the processing of your personal information and confirm that you are of legal age.

BET SLIP

MY BETS

YOUR BETS

Add events to the bet slip or enter a code to load events

REGISTRATION

Save/load events

LivelsBetSPORTS LIVE TOTORESULTSSTATISTICS

Main account (EUR)0MAKE A DEPOSIT

test
test12@gmail.com1/5

Main account (EUR)0

ACCOUNT
\$ Deposit
Withdraw funds
Bet history
Transaction history
EXTRA
PROFILE
Personal profile
Security
Account settings

Personal profile

Fill in the empty fields to take advantage of the enhanced features of the website.

Fill in profile54%

Account

Account number825015445

Password*****

Registration date22/03/2024

Username

Personal info

Surnametest

First name
test

Date of birth

Place of birth

Type of document
National identity card

Document number

Document issue date

Country
Canada

Permanent registered address

Contacts

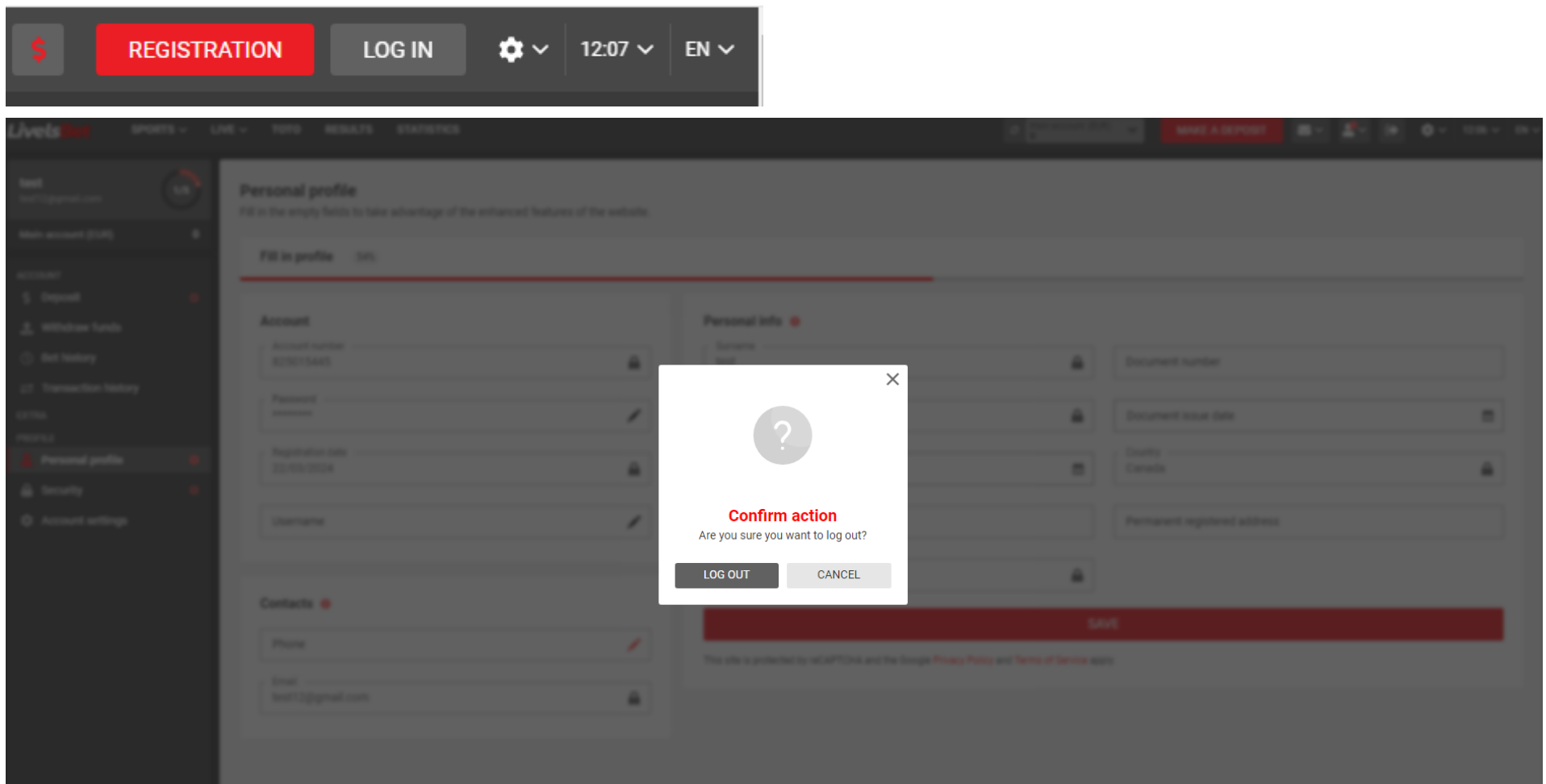
Phone

Email
test12@gmail.com

SAVE

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

4.2.LOG IN AND LOGOUT



4.3.TERMS AND CONDITIONS/ RULES AND PROCEDURES

LivelsBet

SPORTS ▾LIVE ▾TOTORESULTSSTATISTICS

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20. Esports TOTO

21. TOTO Free

1. General Terms and Definitions

Introduction: 1.1. These terms and conditions and the documents referred to below (the "Terms") apply to the use of the current website (the "Website") and its related connected services (collectively, the "Service"). You should carefully review these Terms as they contain important information concerning your rights and obligations concerning the use of the Website and form a binding legal agreement between you - our customer (the "Customer"), and us. By using this Website and/or accessing the Service, you, whether you are a guest or a registered user with an account ("Account"), agree to be bound by these Terms, together with any amendments, which may be published from time to time. If you do not accept these Terms, you should refrain from accessing the Service and using the Website. The Service is owned by NAVY BL VENTURES N.V., which is incorporated under the law of Curaçao with company registration No. 162825 at Zuikertuintjeweg Z/N, Curaçao. This website is licensed and regulated by Gaming Services Provider N.V., license No.365/JAZ.

The following Betting Rules pertaining to the bookmaker Liveisbet (hereinafter referred to as the Rules) stipulate the manner of accepting bets, paying winnings and resolving disputes, as well as the specific features of certain bets on certain sports. These Rules shall govern any other relations between the bookmaker Liveisbet and the customer.

These Rules shall apply to betting on the website and at Liveisbet betting facilities.

Bet	- is a risk-driven agreement for potential winnings entered into between the customer and the bookmaker under the established Rules, where the fulfillment of such agreement is conditioned by an event whose outcome is yet to be determined. Bets are accepted on the conditions offered by the bookmaker.
Outcome	- is the result of the event (events) on which the bet was placed.
Customer	- is an individual placing a bet with the bookmaker on an outcome.
Bet Cancellation	- is an outcome on which the bet is not settled and winnings are not paid. As per the Rules, in the event of "bet cancellation", an arrangement between the bookmaker and the customer shall be deemed unconcluded and the stake shall be refunded.
Regular Time	- is the duration of the match subject to the regulations of the relevant sport, including time added by the referee. Regular time does not include extra time, overtime(s), penalty shootouts, etc.

4.4.OBLIGATIONS AS A PLAYER

4. The right to access and/or use the Website (including any or all of the products offered through the Website) may be considered illegal in certain countries (including, for example, the USA, the United Kingdom, Cyprus, the Netherlands, etc.). We do not intend for our Website to be used for sports betting, gambling or other purposes by people who reside in countries or jurisdictions in which such types of activity are illegal. The list of explicitly forbidden territories is: Aruba, Australia, Bonaire, Curacao, France, Iran, Iraq, Netherlands, Saba, Spain, St Maarten, Statia, U.S.A or the U.S.A dependencies, United Kingdom.
5. The fact that our Website is available in such a country and/or jurisdiction or that it can be displayed in the official language of any of those countries cannot be considered official authorization or legal grounds for using our Website and depositing funds into your account or withdrawing your winnings. The availability of the Website does not mean that it contains any proposals, incitement or invitation to use or subscribe to betting, gambling or any of the other services in any jurisdiction where such activity is illegal.
6. You are responsible for determining whether your accessing and/or use of the Website is compliant with applicable laws in your jurisdiction and you warrant to us that gambling is legal in the territory where you reside. When opening an account and/or using our Website you must make sure that your actions are legal in the territory in which you reside. You also guarantee and agree that you have received legal advice before registering on our Website. If we become aware that you are a resident in a country where the use of our Website is considered illegal, we will have the right to close your account and refund any remaining balance on your account at the moment of its closure (after the deduction of any winnings credited after your most recent deposit was made).
7. The bookmaker shall be entitled to refuse bets from customers who fail to abide by these Rules. The bookmaker reserves the right to refuse to accept a bet of any type from any customer should they violate social standards of conduct and public order.
8. The bookmaker reserves the right to refuse to accept a bet from any individual without giving a reason.
All bets shall be settled based on the data provided by the processing center.
9. Winnings shall be paid to the bettor within 30 (thirty) calendar days from the date of official publication of the results of the latest event on the bet slip.

4.5.PAYOUTS

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LIVE

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7. Accounts, Payouts & Bonuses

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22. Main sources of information

23. CALCULATION OF «ACCUMULATOR» AND «SYSTEM» BETS

24. Casino

25. GOLDEN RACE

7. Accounts, Payouts & Bonuses

7.1 ACCOUNTS

1. Each registered customer is allowed to have only one account. Customers are allowed to register only one account per family, address, e-mail address, IP address, credit/debit card, e-wallet or electronic payment method. Persons otherwise associated with a customer will not be allowed to register on the website.

2. No registered customer is allowed to be re-registered as a new customer (under a new name, with a new email address, etc.).

3. In the event of duplicate registration (including registering under a new name), the submission of someone else's, invalid, or forged documents (including those that have been edited by using any kind of software or graphic editor)

multiple breaches of the Betting Company's T&C

doubts about the identity of the customer or the information they have provided (i.e. address, credit/debit card details, other data)

any types of fraud committed either by you or by another person acting in your interests or in collusion with you, including but not limited to:

a) refund or rake fraud

b) your use of a stolen or unverified bank card as a source of funds

c) any actions you have carried out or attempted to carry out which may reasonably be considered illegal in any applicable jurisdiction, which were committed deliberately or with the intention to deceive and/or circumvent constraints set in law regardless of whether this action or attempt ultimately causes loss or damage to your account

when the customer placed the bet, they had information about the result of that event

the customer was able to influence the outcome of an event due to their direct participation in the match (sportspeople, coaches, referees, etc.) or because they acted on behalf of the participants

bets were placed by a group of bettors acting in concert (as a syndicate) in order to exceed the limits set by the bookmaker, as well as colluding with others in order to obtain an unfair advantage through bonus schemes or any other promotions offered by us

the bettor is suspected of using special software or hardware which facilitate automated betting, including but not limited to the use of glitches, faults or errors in our software in connection with the Services we offer (including betting); your use of rogue equipment and programs or analytical systems, including but not limited to software that allows you to place bets without human intervention (for example, bots), etc.

unfair means of any kind were used to obtain information or circumvent restrictions imposed by the company.

The company's management is entitled to request at their discretion any documents from the bettor substantiating their identity or other data they have provided (for

4.6.WITHDRAWING

Withdrawals can be made using the payment methods specified below, as follows: FIAT - provided that the deposit was made in FIAT and CRYPTO - provided that the deposit was made in cryptocurrency.

4.7.BETTING

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EN

Recommended

Top Games

ALL 693 304

TOP

Football (40)

Tennis (17)

Basketball (31)

Ice Hockey (9)

Volleyball (12)

Table Tennis (40)

Cricket (21)

Esports (17)

CATEGORIES FROM A TO Z

Beach Volleyball (2)

Boat Racing (4)

FIFA (63)

Futsal (1)

Greyhound Racing (13)

Matches

Recommended

Upcoming events

1st period

2nd period

Search by match

With live streams

Football

Tennis

Basketball

Ice Hockey

Volleyball

Table Tennis

Cricket

Esports

Beach Volleyball

Boat Racing

Vietnam: Universities Championship

1 X 2 1X 12 2X O Total U +4

Van Lang University 0 0 2.216 3.69 2.825 1.384 1.24 1.6 1.77 2.5 2 +262

Dong Nai University of Technology 0 0

Nepal vs Ireland A

1 X 2 1 Team Wins 2 O IT1 U +2

Nepal 70/3 (9.2) 1.584 25 2.4 1.58 - 2.392 1.85 166.5 1.85 +108

Republic of Ireland A 0/0

ITF. Antalya. Women. Qualification

1 X 2 O Total U 1 Handicap 2 +2

Agustina Chlpac 0 4 (15) 2.83 - 1.395 - - - - -

Melanie Klaffner 0 4 (15)

Carolín Raschdorf (Q) 1 6 2 (0) 1.001 - 41 1.935 14 1.81 1.81 -10+ 1.935 +38

Darya Kharlanova (Q) 0 1 0 (0)

Emma Dvorackova (Q) 0 5 (0) 1.95 - 1.8 1.82 22 1.92 1.835 -0.5+ 1.904 +58

Madison Tattni (Q) 0 5 (40) 1.045 - 8.95 1.775 18.5 1.975 1.768 -5.5+ 1.99 +44

Helena Buchwald (Q) 0 5 (0)

Ines Faltinger (Q) 0 4 (0)

Katarina Pavlechova (Q) 1 6 1 (30) 1.025 - 10.9 1.71 14 2.064 2.09 -10+ 1.69 +44

Dana Baidaullet (Q) 0 0 0 (15)

5.KEY SUPPLIERS, MATERIAL DEPENDENCIES

5.1.Platform description

The critical supplier for the project is Fertami Ltd. - the supplier of the software platform. **Fertami Ltd**, a company registered under the laws of the Republic of Cyprus under registration number HE 413010 (“Fertami”) has developed **the Unionsoft Platform** (“**Platform**”) - a software solution for betting companies with 24/7 stream of data and technical support. The Platform provides betting website operators with a reliable software solution designed to deliver high performance and security. Built on advanced technologies, it offers a diverse range of features, including real-time data updates, support for multiple types of bets, huge selection of sports and flexible customization options.

1.Platform specifications

1.1.General specifications

1.1.1.The Platform’s structure

The functional structure of the Platform includes the following modules:

- a) the option to register as a customer
- b) the option to log in and reset the password
- c) the option to make deposits and withdrawals
- d) the option to place bets
- e) the option to view betting history
- f) the option to view deposit history
- g) the option to receive bonuses
- h) the option to view bonus history
- i) the option to contact the customer support team
- j) the option to self-exclude
- k) the option to place limits on deposits
- l) deployment of two-factor authentication
- m) deployment of secret phrase authentication
- n) databases and tables of real events containing established statistics or dynamic odds
- o) service for obtaining odds on events through an API
- p) service for tracking customer money – records of deposits, bets, and withdrawals
- q) service for integrating the Platform with the payment services of other third-party providers through an API
- r) service for notifying customers about a future event, changes, adverts, and marketing for promotions by email, text message and pop-up message on mobile devices
- s) tool for protecting and restricting access and assigning competences to Fertami’s employees (BackOffice) and displaying an employee’s level of access in their profile

- t) profiles for the technical service departments of remote operating units (B2C) including the department structure, information about the SLA and the serviced business units of the operator or affiliates
- u) technical support service including the systems for logging in, registration, and recording and resolving questions and problems from service contractors when using email services or live communication
- v) display of short messages to customers (primarily the status of their account and customer legal compliance)
- w) the option for customers to put forward and discuss customer ideas to improve the platform's services and install new services, and the option to introduce ratings
- x) document management – files received from customers – loading files and exchanging them with colleagues securely, tagging, the option to add comments and information about users that downloaded files, version control
- y) cookie service – storage and sharing of useful links to various online resources, customer recommendations and content on the basis of information accumulated about a customer, improvement and suggestions for customers to make using the platform easier and more efficient
- z) responsible gaming service – a service for customers to set up their own limits and self-exclude with the option to customize these to suit the different requirements of the various jurisdictions
- aa) Anti-fraud and AML service – the option to connect third-party resources through an API from government bodies in different jurisdictions to verify customers when they register and if they engage in suspicious activity
- bb) service for monitoring suspicious customer activity, such as using different payment methods and a large number of small deposits, bets, and withdrawals
- cc) voting service – the opportunity for customers to vote for the operator's various marketing or informational promotions posted and sent to customers through the Platform's services
- dd) service for issuing ratings – mechanisms for determining the activity and popularity of Platform users and creation of reports on VIP customers

Compatibility with related platforms

The Platform is compatible with third-party betting platforms and individual slots, casino, corporate back-office portal sufficient for general navigation and information research, a payment system aggregator, and a customer support module.

The Platform also supports:

- a) marketing modules from third parties
- b) integration with the business solutions including CMS, CRM, and BackOffice
- c) integration with external platforms such as Microsoft Office, business email, tasks and calendars, and a platform for sending mass messages by email and SMS
- d) integration with additional structures providing prior verification services on customers, KYC, AML, fraud prevention, and PEP lists to help the operator decide whether to accept certain users
- e) provision of API for several modules
- f) integration with system managing access to information resources for providing the betting odds.

g) integration with AWS and other data storage services that have security certificates and are located within the EU.

Ergonomic features

It is possible to modify the Platform's interface according to the developed and agreed designs.

The Platform supports access from the following mobile platforms:

iOS

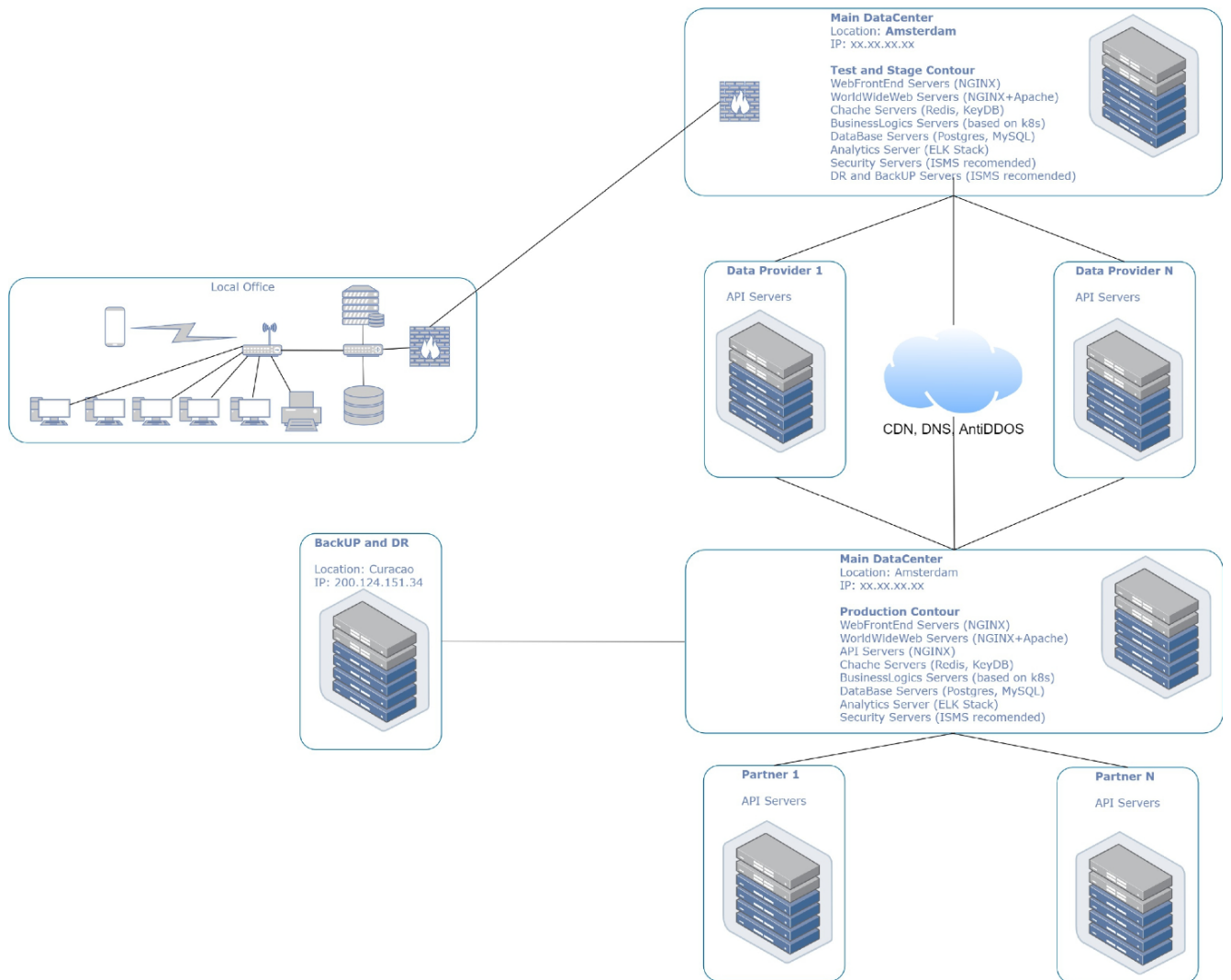
Android

Windows

The Platform supports adaptive web design (or an adaptive user interface) capable of carrying out W3C CSS3 requests with a changing proportion grid and also support flexible changes to image proportions.

Platform-related risks

With a well-established disaster plan and resilient infrastructure, the inherent risks associated with its implementation are greatly reduced. Employing data backup protocols and redundant server systems, the platform mitigates service interruptions and diminishes data loss concerns. Regular testing and refinement of the disaster plan are vital to staying abreast of emerging threats and technological progress, thereby maintaining its efficacy during crises. Collaboration with cybersecurity professionals and regulatory entities furnishes invaluable input and direction, bolstering the disaster readiness of online casino platforms and fortifying operational integrity and customer confidence alike.



5.2. PAYMENT SERVICE PROVIDERS

Another vital category of suppliers comprises payment service providers. Continuous payment processing is guaranteed through the utilization of a selection of the most reputable PSPs operating within the pertinent jurisdictions. Payment service provider (at the connection/planning stage): Skrill, EUPAGO, Jeton, GateExpress, BigIdea, PayOp, Mifinity.



Likewise, our approach to banking services follows a stringent compliance framework to minimize the risk of losing banking services. Concurrently engaging with 2 to 3 banks serves as a protective measure against inherent banking risks.

Moreover, diversifying our banking relationships amplifies our bargaining power, enabling us to negotiate advantageous terms and services. This proactive stance not only shields us from potential disruptions but also cultivates resilience within our financial framework. Through strategic distribution of our banking affiliations, we optimize our risk management strategy, fostering stability and longevity in our financial endeavors.

5.3. LEGAL AND CORPORATE PROVIDERS

Within the realm of legal and corporate service providers, there exists a plethora of seasoned professionals with vast expertise in the gambling industry. These specialists aid us in adhering to all regulatory, payment, and banking prerequisites, thereby ensuring complete compliance with legal obligations.

6.RISK EVALUATION AND MANAGEMENT

Every department diligently manages its own risks daily. Those accountable include Olga Sokolova, Ivan Volkov, and Natalya Andreyeva.

6.1.RISK AUDITING

Annually, the Audit Committee, consisting of the Heads of IT, Legal, and Finance, conducts internal audits spanning all risk categories. Additionally, external audits occur triennially to ensure an independent evaluation of business and financial matters.

Routine audits are performed on the platform, its software providers, infrastructure, and financial health. The Audit Committee also reviews the risk register quarterly, supplementing the daily departmental communications.

Furthermore, all companies within the structure undergo mandatory annual financial audits..

6.2.OVERVIEW OF RISKS

Legal Landscape (Supervised by: Head of Legal):

The legal framework surrounding online gambling is subject to continuous evolution, necessitating regular monitoring. Timely dissemination of legal updates across departments ensures all team members stay informed about the dynamic legal landscape in online gambling. The legal department collaborates closely with other units, such as compliance and operations, to foster a comprehensive understanding of legal obligations and streamline implementation processes. Maintaining transparent communication channels with regulatory bodies and industry associations underscores our commitment to adhering to legal requirements in online gambling.

a) Legality and Licensing: Operating an online casino mandates obtaining licenses from pertinent regulatory bodies across different jurisdictions. Compliance with licensing standards varies significantly among jurisdictions, and non-compliance can lead to severe penalties, legal repercussions, or cessation of operations..

Mitigation: The Operator currently operates under Curacao eGaming license No. 1668/JAZ and is in the process of acquiring a new GCB license.

b) Data Protection and Privacy Laws: Online casinos handle substantial volumes of sensitive customer data. Adhering to data protection regulations, such as the EU's General Data Protection Regulation (GDPR), is crucial to avoid fines and maintain customer trust.

Mitigation: Collect and process only the necessary minimum personal data for providing gambling services, ensuring data retention is limited. Develop and implement a data breach response plan to efficiently manage breaches, including procedures for timely notification of data subjects and relevant supervisory authorities. Incorporate privacy by design and default principles into the development of new products, features, or services, embedding privacy considerations from the outset.

c) Advertising and Marketing Restrictions: Numerous jurisdictions impose stringent regulations on advertising and marketing for online gambling services to safeguard vulnerable populations, including minors and individuals with gambling addictions. Failure to adhere to advertising standards can result in regulatory penalties and public outcry.

Mitigation: Regularly monitor advertising and marketing activities to ensure compliance with relevant laws, regulations, and industry standards concerning gambling advertising. Transparently disclose all terms, conditions, restrictions, or limitations associated with promotions, bonuses, or other marketing offers to prevent consumer misinterpretation and potential regulatory repercussions. Scrutinize third-party advertising partners, agencies, or affiliates to ensure compliance with advertising and marketing regulations and promote responsible advertising practices.

d) Cross-Border Regulatory Challenges: Operating across multiple jurisdictions exposes online casinos to intricate regulatory frameworks and legal ambiguities. Variances in gambling laws and enforcement practices between borders can present compliance hurdles and necessitate substantial legal resources.

Mitigation: Forge strategic partnerships with local entities, legal advisors, or industry associations in target jurisdictions to gain insights into local regulations, navigate regulatory procedures, and foster relationships with regulatory bodies. Conduct comprehensive due diligence on business partners, affiliates, vendors, and other third parties to ensure adherence to regulatory requirements and mitigate compliance risks in cross-border markets. Stay abreast of gaming regulation changes and enforcement trends in target jurisdictions through ongoing monitoring of regulatory updates, industry publications, and legal advisories.

e) Changes in Regulation: The regulatory environment for online casinos undergoes constant evolution, with the introduction of new laws, regulations, and enforcement measures. Operators must stay informed about regulatory developments and adjust their practices accordingly to mitigate compliance risks.

Mitigation: Conduct thorough assessments of new regulations' potential impact on casino operations, financial performance, and risk exposure. Identify compliance risk areas and devise proactive strategies to address them. Implement agile compliance approaches enabling swift adaptation to changing regulatory demands, possibly through modular compliance solutions, technological automation, and a culture of continuous improvement and innovation. Provide regular training and education for employees on emerging regulations, compliance requirements, and best practices for upholding regulatory standards. Empower staff to recognize and respond effectively to regulatory changes within their roles.

f) Enforcement Actions: Regulatory authorities may conduct investigations or audits to ensure gambling regulation compliance. Enforcement actions such as fines, license revocation, or legal proceedings can carry severe consequences for iGaming operators found in breach of regulatory requirements.

Mitigation: Conduct routine internal audits and reviews of compliance practices, operations, and procedures to identify non-compliance areas, assess risks, and implement corrective actions proactively. Establish transparent communication channels with regulatory authorities, industry associations, and stakeholders to cultivate relationships, seek guidance on compliance matters, and address concerns or inquiries proactively. Maintain comprehensive documentation and records of compliance activities, including policies, procedures, training materials, audits, and enforcement actions, to demonstrate compliance

efforts and support regulatory inquiries or investigations.

g) Political and Public Perception: Public attitudes towards gambling can influence regulatory decisions and public policy initiatives. Negative publicity or public backlash against iGaming operators may trigger heightened regulatory scrutiny and calls for stricter regulations.

Mitigation: Maintain transparency in business operations, regulatory compliance, and corporate governance practices to build trust with regulators, customers, and the public. Offer educational resources and information to the public about the online casino industry, responsible gambling practices, and potential gambling risks. Promote awareness of problem gambling helplines, support services, and resources for individuals in need. Monitor online and offline channels for mentions, reviews, and discussions about the online casino brand, and proactively address any negative feedback or misconceptions through targeted communications and engagement strategies.

- **Regulatory Risks (Supervised by: Compliance Officer):** In various sectors, particularly financial and gambling industries, regulatory risks related to Anti-Money Laundering (AML) and Know Your Customer (KYC) compliance are pivotal concerns. The AML&KYC department holds responsibility for ensuring compliance with laws and regulations aimed at thwarting money laundering and terrorist financing. Their tasks include implementing robust policies to verify customer identities, monitoring transactions for suspicious activities, and reporting irregularities to authorities. Failure to comply incurs severe penalties, including fines and reputational damage. Thus, strict adherence to these regulations is crucial for mitigating regulatory risks and preserving organizational integrity. The AML&KYC department oversees compliance efforts, conducts risk assessments, and establishes controls to minimize exposure to regulatory risks. Moreover, ongoing training ensures staff remain abreast of evolving AML&KYC requirements and best practices.

a) Compliance and Anti-Money Laundering (AML) Regulations: Online casinos must meet stringent compliance standards to prevent money laundering and terrorist financing. Failure to implement adequate controls results in regulatory penalties and legal repercussions.

Mitigation: Develop a robust AML policy outlining procedures for customer due diligence, transaction monitoring, and reporting suspicious activities. Regularly educate casino staff on AML regulations and red flags indicating suspicious behavior.

- **Technical Risks (Supervised by: Technical):** Technical risks encompass infrastructure maintenance, platform integration, cybersecurity, and data security. The technical department is responsible for ensuring uninterrupted infrastructure operations and safeguarding against cyber threats.

a) Data security: Unauthorized access to customer information, encompassing personal details and financial data, may result in identity theft, fraudulent activities, and legal ramifications.

Mitigation: Implement multi-layered cybersecurity protocols and regularly update software to address vulnerabilities. Conduct periodic audits to identify and address infrastructure weaknesses.

- **Financial Risks: (Supervised by: Head of Finance)** Financial risks are inherent in all business operations and demand meticulous management to ensure sustainability and expansion. As the individual accountable for overseeing financial matters, the Head of Finance assumes a central role in recognizing, evaluating, and mitigating these risks. They are tasked with implementing robust financial controls, monitoring cash flow, and optimizing capital allocation to minimize exposure to such risks. Furthermore, they collaborate closely with other departments to develop and execute financial strategies in line with the organization's objectives. Through proactive risk management measures and strategic planning, the Head of Finance aims to safeguard the company's financial well-being and enhance shareholder value. Regular financial analysis and reporting play a pivotal role in identifying emerging risks and opportunities, facilitating timely adjustments to financial strategies.

- a) **Taxation:** Taxation policies concerning online gambling exhibit substantial variations across jurisdictions, exerting significant influence on the profitability of iGaming operators. Changes in tax laws or unforeseen tax liabilities pose financial risks to casino operators.

- Mitigation:** Engage tax professionals, accountants, and legal experts proficient in international taxation to ensure compliance with local tax laws and regulations. Utilize tax treaties and agreements between countries to mitigate double taxation and optimize tax planning strategies. These agreements may offer provisions for tax credits, exemptions, or reduced tax rates for cross-border transactions. Maintain precise financial records, robust accounting systems, and accurate tax filings to adhere to local tax laws and regulations in each jurisdiction where the casino operates. This encompasses timely filing of tax returns, tax payment, and adherence to reporting requirements.

- **Litigation Risks (Supervised by: Customer Service):** Customer service-related risks demand meticulous attention. Ensuring compliance with pertinent laws and regulations minimizes the risk of litigation stemming from regulatory breaches. Customer Service establishes transparent communication policies to effectively manage customer expectations, thereby reducing the likelihood of misunderstandings and potential legal disputes. Maintaining comprehensive documentation of customer interactions and resolutions is imperative for mitigating litigation risks, providing evidence of adherence to service standards and amicable dispute resolution. Customer Service routinely evaluates and refines its processes based on feedback and performance metrics to tackle recurring issues and minimize the risk of customer dissatisfaction leading to litigation. Cultivating a culture of transparency and accountability within the customer service team fosters trust with customers and diminishes the likelihood of disputes arising from perceived unfairness or lack of clarity. Establishing clear escalation protocols ensures prompt resolution of unresolved customer issues by appropriate management levels, averting grievances from escalating into potential litigation.

- a) **Responsible Gaming Practices:** Regulatory bodies frequently require casino operators to advocate for responsible gambling and adopt measures to deter problem gambling behaviors. Non-compliance with responsible gaming regulations can result in regulatory penalties and harm the operator's reputation.

- Mitigation:** Introduce self-exclusion tools enabling players to voluntarily exclude themselves from gambling for a set duration. Ensure easy access to these tools on the casino's website and gaming platforms. Provide players with options to set deposit limits and timeouts on their

accounts to manage their gambling behavior and prevent excessive play. These limits should be customizable and enforceable to ensure compliance. Utilize data analytics and monitoring tools to detect players exhibiting signs of problematic gambling behaviors, such as frequent or high-value wagers. Implement appropriate interventions and support measures for these players as necessary.

6.3. POTENTIAL CAPITAL LOSS RISK

During the initial phase, there's a risk of losing funds earmarked for registration, rent, and office equipment.

In case of the online casino's closure due to internal or external reasons, the security deposit is refunded to the owners. However, it's crucial that this sum remains untouched during the casino's operation, functioning solely as a reserve in case of winning the jackpot. This measure is in place to minimize losses.

Mitigation:

Drawing upon a combined expertise of 25 years within the online casino industry among the founders and co-owners, alongside the seasoned managerial guidance provided by the project mentor, the project is strategically poised to minimize risks linked with market entry to the utmost degree achievable.

7.POLICIES AND PROCEDURES

7.1.KNOW YOUR CUSTOMER

KYC (Know Your Customer) policy is a set of procedures and guidelines to verify and authenticate the identity of the clients. The purpose of KYC is to prevent financial crimes such as money laundering, terrorist financing, and fraud by ensuring that casinos have accurate information about their customers and their financial activities. Through KYC, casinos establish trust, comply with regulatory requirements, and mitigate risks associated with illicit activities in the financial system.

7.2.ANTI-MONEY LAUNDERING

Anti-Money Laundering (AML) policy's main purpose is to prevent the illegal process of concealing the origins of money obtained through criminal activities. AML policies and procedures are designed to detect and deter money laundering, terrorist financing, and other illicit financial activities within financial institutions.

7.3.DATA PRIVACY

Data Privacy Policy purpose is to outline how an organization collects, uses, stores, and protects the personal information of individuals. It serves to ensure compliance with data protection regulations, safeguard the privacy rights of customers and employees, and establish trust with stakeholders. By articulating clear guidelines and procedures for handling sensitive data, the policy aims to mitigate the risk of data breaches, unauthorized access, and misuse of personal information, thereby promoting transparency and accountability in data management practices.

7.4.RESPONSIBLE GAMING

Responsible Gaming Policy purpose is to promote safe and healthy gambling behaviors while mitigating the risks associated with excessive or problematic gambling. It outlines measures and guidelines to protect players from the negative consequences of gambling addiction, such as financial hardship, mental health issues, and social problems. By providing resources for self-exclusion, setting limits on gambling activities, and offering support for those seeking help, the policy aims to foster a responsible and sustainable gambling environment, ensuring the well-being of players and maintaining the integrity of the gaming industry.

7.5.TERMS OF USE

The Terms of Use policy for an online casino outlines the rules, regulations, and conditions that users must adhere to when accessing the platform. It covers aspects such as user responsibilities, account management, payment procedures, dispute resolution, and compliance with applicable laws and regulations. By agreeing to these terms, users

acknowledge their understanding of the rules governing their interactions with the casino, ensuring transparency, fairness, and legal compliance in all aspects of the gaming experience.

7.6.SELF-EXCLUSION

Describes the process through which individuals can voluntarily exclude themselves from gambling activities on the platform for a specified duration, typically to manage gambling habits or address addiction issues.

7.7.DISPUTE RESOLUTION

Details the procedures and mechanisms available to resolve conflicts or disputes that may arise between the casino and its users, often outlining steps for escalation and resolution.

7.8.FAIRNESS & RNG TESTING METHODS

Discusses the fairness of games offered by the casino, ensuring they are random and unbiased, often mentioning the use of Random Number Generators (RNGs) and the methods used to test and verify their fairness.

7.9.ACCOUNTS, PAYOUTS & BONUSES

Details account management procedures, payout methods, and the terms and conditions related to bonuses, including wagering requirements and restrictions.

7.10.BETTING RULES

Provides specific rules and regulations governing betting activities on the platform, including game-specific rules, maximum and minimum bets, and any additional terms for different types of bets.

7.11.INTERNAL POLICIES

Human Resources Policy: include policy related to hiring, onboarding, performance management, training and development, diversity and inclusion, disciplinary actions, and termination procedures.

Financial Policy: include policy related to budgeting, expense management, financial reporting, auditing, procurement, and compliance with accounting standards.

Communication and Social Media Policy: This addresses guidelines for internal and external communication channels, including email usage, social media policies, media relations, and branding guidelines.

Information Security Policy: This addresses the protection of sensitive information, including data handling procedures, cybersecurity measures, password management, and protocols for preventing data breaches.

Internal Policies are largely targeted at fulfilling the external policies, and while the latter is not subject to change apart from annual review and updating, the former are continuously created, amended, and terminated as necessary.

7.12. The need to adopt and enforce the policies is dictated by our plans to operate long-term, especially given the initial investment. The need to adopt and enforce the policies is dictated by our plans to operate long-term, especially given the initial investment. We plan to operate for a minimum of 3 years under the GCB license, with renewal contingent upon meeting investment return and project KPIs, as reflected in our financial projections.

7.13. In order to follow the adopted policies and procedures, the project takes the necessary competence and manpower from a range of sources, both internally and externally.

The Ultimate Beneficial Owner (UBO) possesses experience in both gambling and IT which makes her a perfect overseer.

Responsible departments, such as Legal, IT, Human Resources, Finance, have a significant expertise in maintaining a large gambling operation in a sustainable way.

Additionally, Curacao, Cyprus and other jurisdictions offer ample opportunities for engagement with advisors, experts, independent auditors, etc.

The GCB assists operators by providing guidance and support in the development of their policies. This collaborative effort ensures that operators can tailor their policies to align with regulatory requirements and industry standards. By leveraging the expertise and resources of the GCB, operators can create robust and effective policies that promote compliance and integrity within the gambling industry. Additionally, the GCB offers ongoing assistance and updates to help operators adapt their policies to changing regulations and emerging challenges. Overall, the support provided by the GCB empowers operators to establish and maintain a strong framework for responsible gambling practices.

8.MARKET ANALYSIS

8.1.INCOME AND TURNOVER

In 2020, the global online casino industry experienced significant growth, buoyed by the onset of the pandemic and widespread adoption of self-isolation measures. Across many nations, overall gambling market revenue surged by approximately one-third compared to the previous year, highlighting the resilience and potential of the online casino business model.

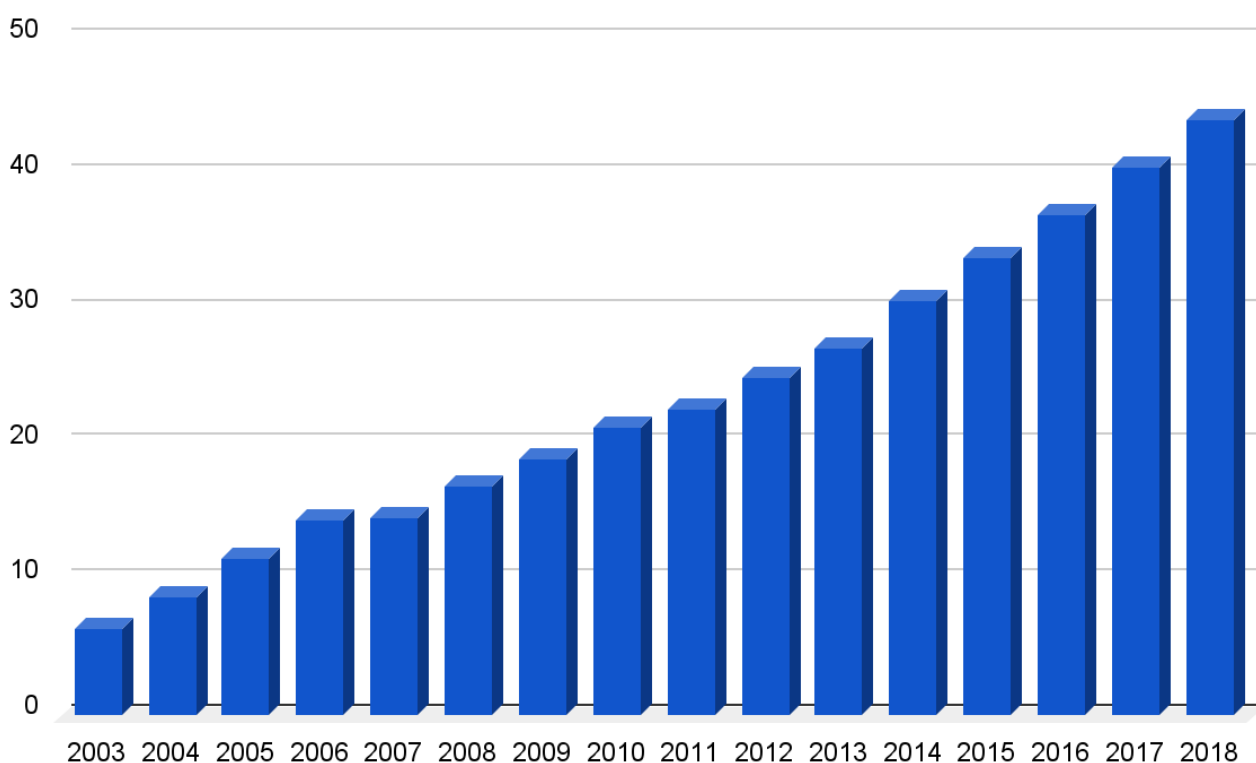
In recent years, online gambling has gained legal recognition in 85 countries worldwide. Online betting, slot machines, and various other gaming options collectively account for 70% of the total revenue generated in the realm of Internet gambling.

The widespread appeal of online gambling can be attributed to its diverse offerings and the seamless gaming experience it provides without geographical constraints. Notably, the highest revenue from online slot machines is reported in the United Kingdom, China, Austria, Germany, and Italy.

Despite a general trend towards the regulation of national gambling markets, some countries are considering measures to restrict or prohibit online gambling and related mobile applications.

As of now, the global online gambling market comprises 13% of the total global legal gambling market share, a figure that continues to rise. According to a study conducted by the American Gaming Association, approximately 85 countries have embraced the legalization of online gambling.

Diagram 2. Global Online Gambling Revenue, Billions of Euros

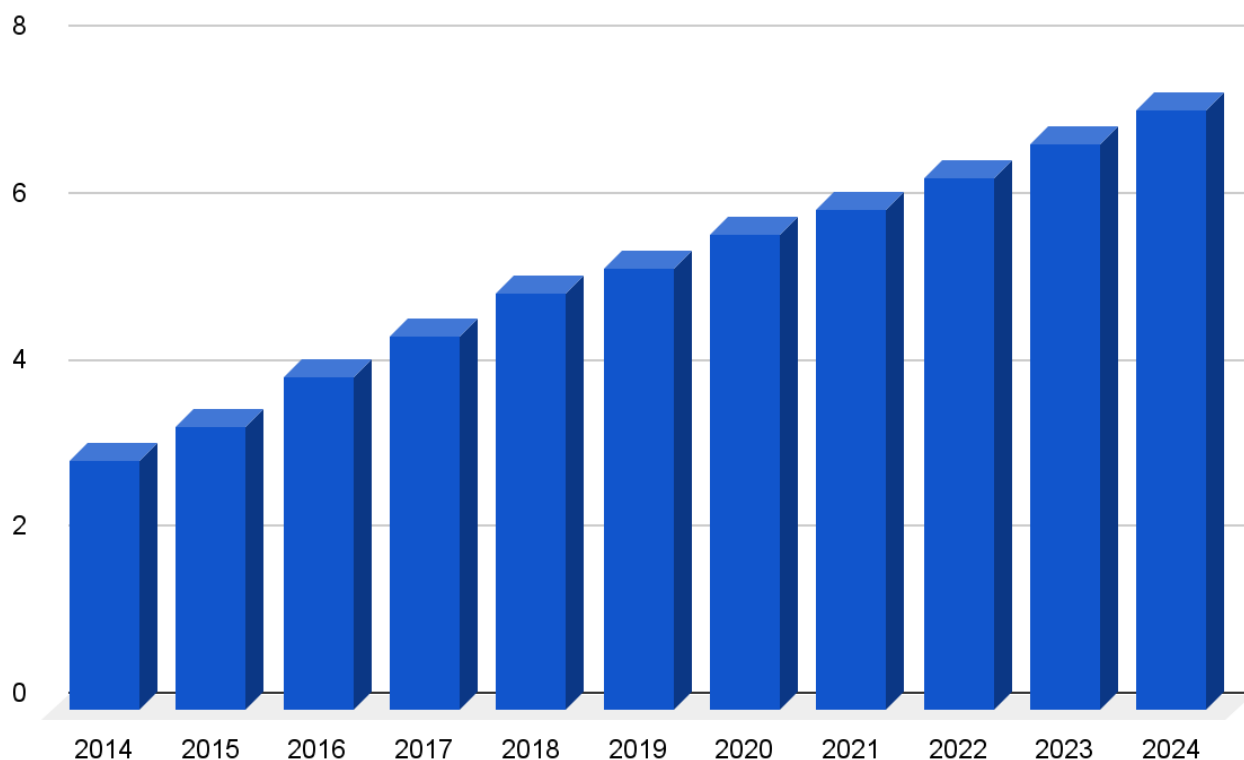


Gross Gaming Revenue (GGR) stands as a critical financial measure, reflecting the total revenues generated by a gambling establishment and offering valuable insights into gambling player behavior trends worldwide.

In 2019, BV1sion provided a comprehensive overview of the online casino market, including forecasts for Gross Gaming Revenue. The GGR for 2019 totaled \$5.3 billion, marking an increase from \$5 billion in the previous year, 2018. Forecasts indicate a continued upward trajectory, with GGR expected to reach \$5.7 billion in the current year, 2020, and further climb to \$7.2 billion by 2024. These projections highlight the dynamic and expanding nature of the online casino market..¹

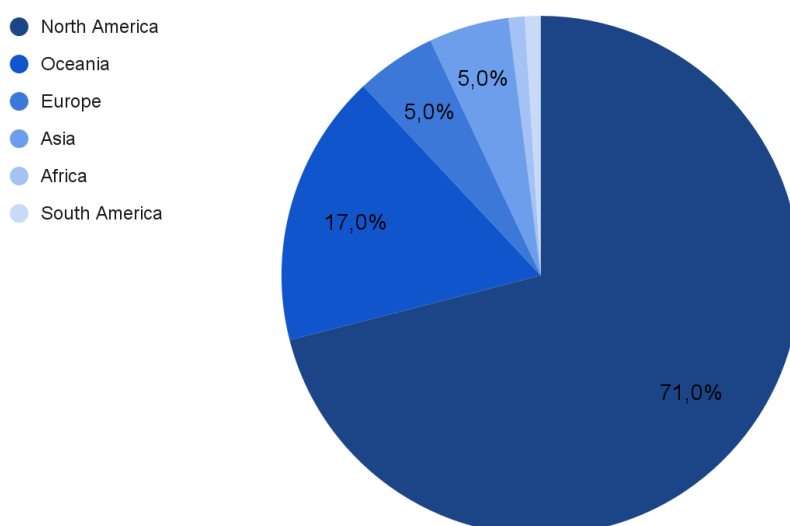
¹ <https://3snet.co/news/2020-forecasts-gambling/>

Diagram 3. Projected Gross Gaming Revenue, in Billion Dollars



At the same time, Oceania, covering areas like Fiji, New Zealand, Polynesia, New Guinea, and others, exhibited a strong influence, contributing 17% to the global Gross Gaming Revenue (GGR) in 2019. This represented a substantial lead over Asia and Europe, each accounting for 5% of the global GGR during that period. The significant presence of Oceania in the global GGR landscape emphasizes its pivotal role in the broader dynamics of the gambling industry.

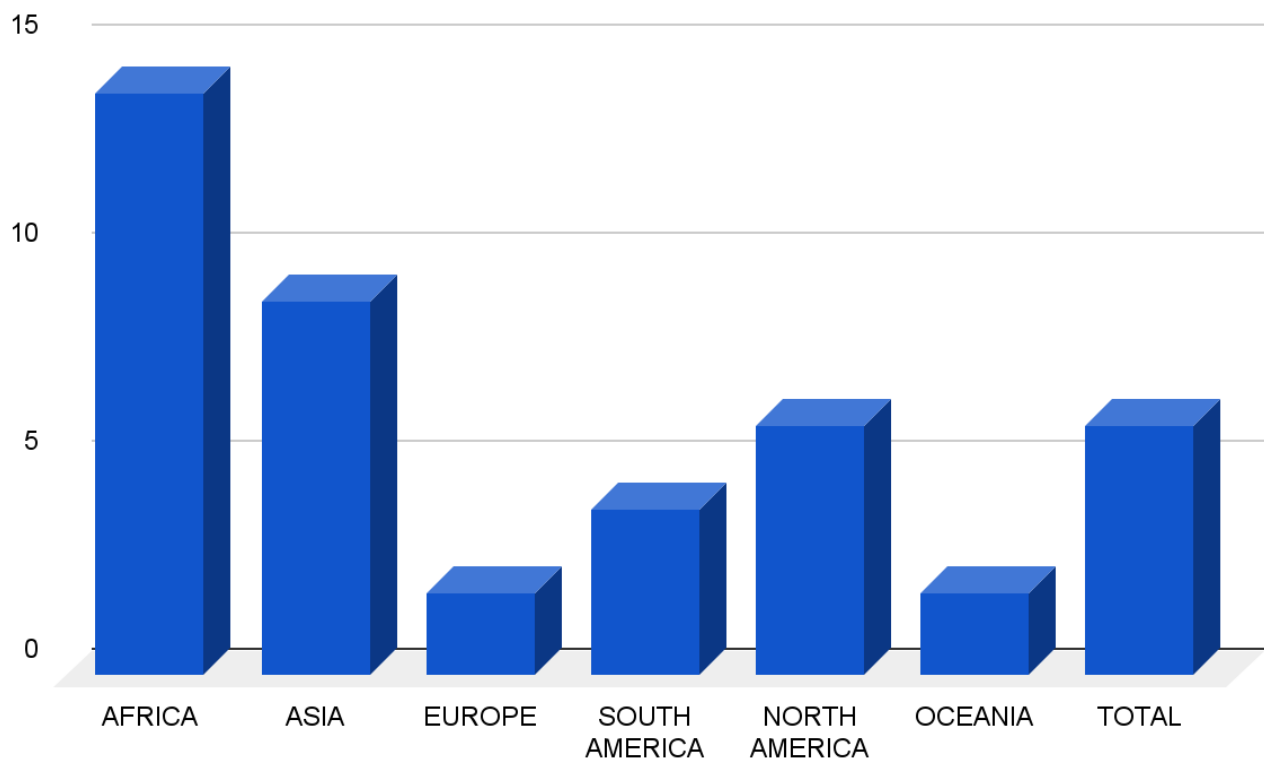
Diagram 4. Regional Distribution of Gross Gambling Revenue in 2019



In 2019, Africa showcased the highest growth rate, with an impressive 14% year-over-year increase, while Europe experienced a comparatively modest growth trajectory.

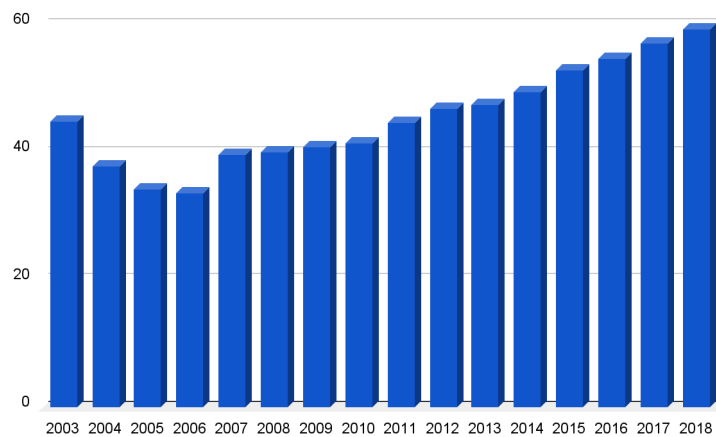
Diagram 5.

Increase in Gross Income by Region in 2019



Discussions have also focused on streamlining regulations. Currently, online gambling operators within the European Union are required to obtain licenses in multiple countries, each with its own set of licensing requirements. However, a more unified approach would be advantageous for them. The proliferation of compliance requirements leads to duplicated infrastructure and additional expenses, imposing unnecessary administrative burdens on regulators.

Diagram 6. The proportion of "white market" revenue in global online gambling earnings



Since 2003, the market has sustained a steady annual growth rate averaging 23%. Key drivers influencing this growth encompass betting, casino, and poker segments. The rising appeal of online gaming is propelled by factors like the widespread accessibility of the Internet, the emergence of new markets, and the inclusion of diverse player demographics.

8.2. Discovering Emerging Player Demographics

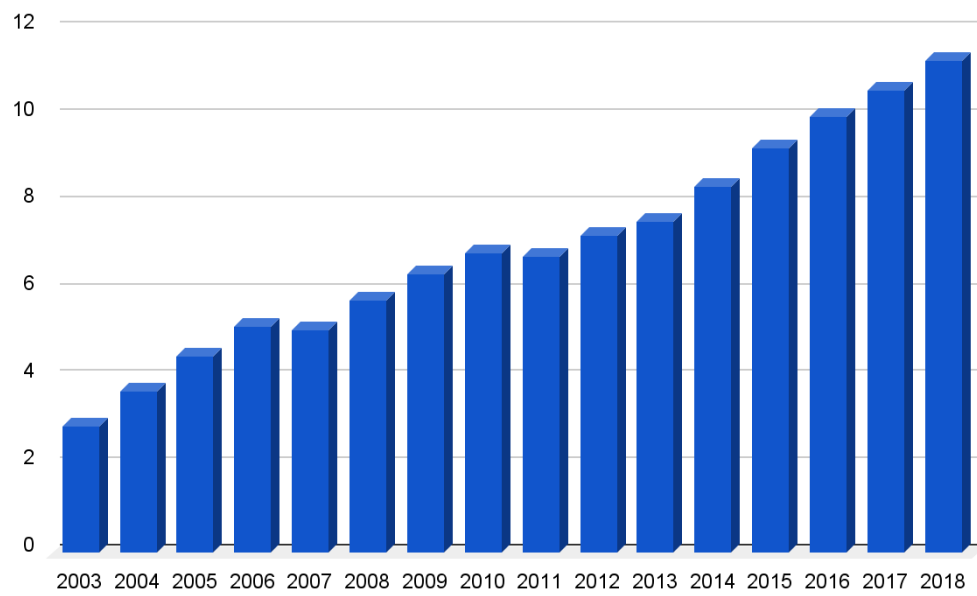
Since 2004, the number of female internet users aged 18 to 74 has surged by over 80%, surpassing the 60% increase observed in men. While online gambling initially appealed primarily to young men, there has been a notable shift, with increasing popularity among women and older demographics.

Diverse player preferences and motivations underscore the need for operators and developers to stay attuned to evolving trends. Whether pursued for entertainment, monetary gain, or relaxation, understanding player preferences is paramount. As the internet becomes more pervasive in society, age differences among players are widening, challenging the stereotypical image of the average male player aged 25 to 35.

According to a study by GP Bullhound in 2009, 43% of all online gamblers were women, with bingo emerging as their preferred segment. Notably, women exhibit distinct playing behaviors, often engaging in longer sessions with lower bets, while men tend to play more frequently, with higher wagers, albeit in shorter game durations.

Bingo's rising popularity can be attributed to its capacity to provide a social and communal gaming experience, allowing players the opportunity to relax and connect in a sociable setting.

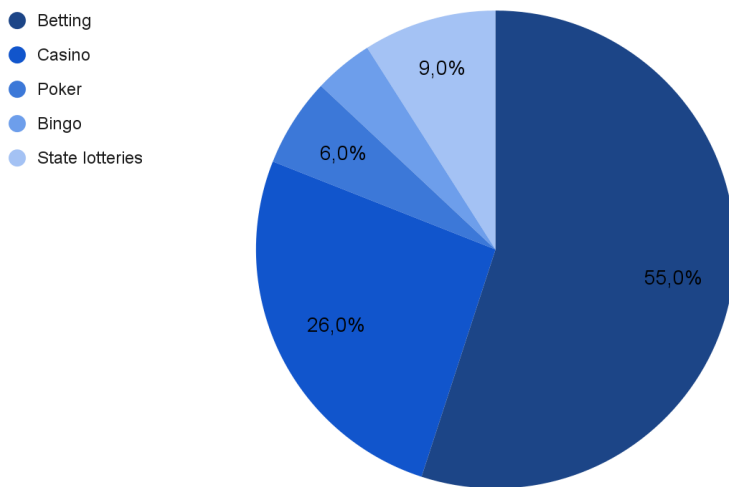
Diagram 7. The percentage of worldwide gambling revenue attributed to online gambling



It's essential to note that prevalent forms of remote gambling today encompass traditional casino games, diverse betting activities, and variations of poker. Preferences for different types of online gambling are influenced by gender, with the bingo sector anticipated to experience the highest growth rates due to increased female interest in the iGaming industry.

Despite this growth, online gambling remains more popular among men, particularly young men who are more prone to engaging in gambling activities. While women also enjoy playing, their preferences often lean towards simpler games such as lotteries and slots. This disparity can be attributed to societal norms and roles, where activities like betting, casino games, and skill-based games are traditionally associated with male audiences, while women tend to prefer recreational play over seeking an adrenaline rush

Diagram 8. Revenue Breakdown by Online Gaming Type, 2019



8.3. Current Trends in Online Casinos

Due to the pandemic and widespread self-isolation measures in many countries, 2020 proved to be a remarkably successful year for online casinos worldwide. The revenue of the entire online gambling market saw a significant increase by a third compared to 2019. Interestingly, even during the 2008 financial crisis, online casino customers were hardly affected, highlighting the resilience of this business model.

New technologies are reshaping the gaming market, with mobile gambling poised for substantial growth. Only the most innovative products will thrive amidst competition, promising users an enhanced quality of mobile gambling experiences.

While technical advancements, including improvements in mobile data transmission speed, may go unnoticed by end-users, qualitative and specific changes will be readily apparent. One of the most exciting developments on the horizon is the integration of virtual reality (VR) technology into online gambling. With the advancement of technologies like Microsoft HoloLens, HTC Vive, and Playstation VR, video slots and other online games are set to become more immersive and captivating than ever before.

Incorporating Virtual Reality (VR) Technology

Recent advancements in VR technology have made it possible to faithfully replicate the emotions and physiological sensations experienced in a real casino setting. With the aid of virtual reality glasses, individuals can now seamlessly navigate through meticulously recreated gambling establishments, interact with dealers, and place bets at various gaming tables.

Key players in the gaming industry, including Microgaming, Novomatic, NetEnt, Lucky VR, and Topgame Technology, are actively involved in developing virtual reality games. At the international conference ICE Totally Gaming in winter 2022, Microgaming showcased an impressive stand featuring a virtual roulette game. The demonstrated software vividly illustrated the potential of virtual reality in the gambling industry.

NetEnt is also deeply engaged in exploring VR technologies, with visitors to online gambling exhibitions having already experienced the immersive journey of the Jack and the Bean Tree slot machine. The remarkably realistic experience garnered praise from both players and industry competitors.

Novomatic, another industry leader, has been pioneering the integration of VR technology into online gambling, boasting numerous innovative developments. Representatives of Novomatic highlight the main advantages of realistic online games, including full immersion in gameplay, heightened emotions surpassing real-life experiences, accessibility from any location with an internet connection, and engaging and diverse storylines.

The idea of integrating virtual gameplay into social networks has also gained traction recently, with the implementation of such concepts likely on the horizon.

Integration of Social Games with Slot Machines

Online gambling in a social format is experiencing a surge in popularity. A recent example is the Castle Builder 2 slot from Microgaming, which revolutionizes gameplay by incorporating advancements in spinning reels and betting mechanics.

The allure of social gambling lies in its heightened dynamism and addictiveness compared to traditional slot machines. These games offer players the opportunity to select a playable character and embark on various paths depending on the character's traits. Moreover, players can develop their characters by accumulating experience, skills, and achievements, which in turn provide more favorable gaming conditions. In this setup, the role of the slot machine reels extends beyond monetary rewards, offering resources necessary for progressing in the game.

Slot machines with social gaming capabilities are currently in high demand, prompting many developers to invest in their creation. Throughout the latter half of 2019, several fresh new products catering to this trend were introduced to the market.

Interactive Progressive Poker Jackpot with Live Dealers

Progressive jackpots in slot machines are a popular choice among many gamblers, offering the chance to win substantial cash prizes. Now, this technology is seamlessly transitioning to poker. Evolution Gaming has introduced the world's first Jumbo 7 Progressive Jackpot in Live Casino Hold'em!

The initial jackpot size is set at 1,000,000 euros, but since it is cumulative, the amount increases proportionally to player activity. Todd Haushalter, Product Director at Evolution Gaming, has highlighted that the jackpot could potentially reach an astounding €30,000,000! Undoubtedly, playing poker with such a colossal prize at stake adds excitement to the game. Additionally, the game features a second-level jackpot with lower fixed payouts.

Other developers of live online casino games are also exploring the possibility of introducing enticing progressive jackpots for players.

Enhancing the Live Games Experience

Live dealer games have surged in popularity over the past year, signaling just the beginning of their promising development. In 2023, there are expectations for further advancements in live games, especially in conjunction with Virtual Reality (VR) technology. Developers are aiming to craft even more immersive games with enhanced functionality, while also expanding the availability of real-time game broadcasts through the establishment of new studios. This convergence of live gaming and VR holds significant potential to redefine the gaming experience for players.

Skill-Based Games

The emergence of skill-based games reflects a shift in player preferences, with many modern players seeking experiences that rely not only on luck but also on their own skills. This trend has inspired numerous providers to develop platforms featuring strategy games, where players must apply specific skills to succeed. The appeal of these skill-based games lies in the challenge they present and the opportunity for players to showcase their abilities. As a result, skill games are expected to gain immense popularity in the near future.

Gamification Trends

This concept involves leveraging game dynamics and strategic thinking to engage audiences and address marketing challenges. Gamification is poised to emerge as a new trend in gambling, offering innovative missions, competitions, bonus programs, and rewards to captivate and entice gamblers.

Abundant Entertainment Content

Online casino operators are continuously innovating to retain users on their platforms. In addition to chat features, they are now incorporating special sections with valuable non-gaming content such as movies, TV series, music videos, and TV shows. Moreover, online casinos are incorporating plot details of many slots, enriching the user experience with engaging narratives.

Harnessing Big Data

Another prominent trend in the current year is the adoption of Big Data technology. This technology facilitates the collection and storage of vast amounts of information, making it indispensable for the evolving online gambling industry. By leveraging the capability to analyze and organize extensive datasets, games can dynamically adapt to the interests and preferences of the target audience, enhancing the overall user experience.

Trends in Mergers and Acquisitions (M&A)

According to expert forecasts, the pace of development in the gambling market is so rapid that by 2023, its volume is expected to surpass \$60 billion. As a result, gambling companies are poised to expand and bolster their capital in 2023.

Incorporation of Messaging Platforms

The evolving capabilities of mobile internet continue to captivate players. While social networks and telephone communication were once in vogue, convenient instant messengers have now taken the lead.

Slotegrator has recognized the significance of this trend and has developed its own Telegram casino. Integrating the gaming platform into the messenger enables users to indulge in gambling on their smartphones anytime, anywhere.

Tailored Slot Experiences

The integration of custom slot machines for individual orders will be a key feature of premier online casino services. Crafting distinctive slot games will empower operators to stand out in the competitive market landscape and enhance their brand recognition to its fullest potential.

The incorporation of cryptocurrencies within gaming environments is gaining momentum

Cryptocurrencies are renowned for their notable benefits, including anonymity, convenience, minimal fees, and freedom from legislative restrictions. As a result, they are poised to become among the most favored payment methods within the realm of online gambling. Beyond Bitcoin, currencies like Litecoin, Dogecoin, Ethereum, Ripple, Monero, Zcash, and others are expected to surge in popularity.

However, the current apprehension surrounding customer use of cryptocurrencies stems from their association with the illicit, or gray, financial market. At this initial phase, it is advised against conducting transactions with clients using cryptocurrencies.

Tackling Security Hurdles in Online Gaming

With the emergence of new technologies, there's a pressing need to innovate security measures accordingly. Furthermore, Distributed Denial of Service (DDoS) attacks have surged in frequency recently, inflicting substantial damage on online bookmaker platforms. Even major operators like Britain's William Hill, known for their stringent security protocols, have fallen victim to hacker assaults. Last autumn, the operator's services experienced instability, resulting in significant losses considering their daily revenue of 5 million. In 2019, a considerable portion of gambling operators' investments were channeled into enhancing security measures.

Boosting Female Participation in Online Gaming

The trend of rising female participation in online casino gambling, noted as early as 2015, continues to gain momentum. Research indicates that women predominantly favor gambling on personal devices in private settings, enabling them greater flexibility and shielding them from potential mockery by male players.

Women under the age of 35 emerge as the most engaged demographic in online gambling, although older women also display a willingness to occasionally partake in activities like spinning slot reels, playing roulette, or card games.

Specialized online casinos targeting female players have started to emerge, with certain operators launching advertising campaigns specifically tailored to appeal to women.

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8.4.Key Gaming Markets in Asia

Asia, home to more than half of the world's population, harbors a significant population of enthusiastic gamblers. However, many Asian countries currently prohibit gambling activities. Nevertheless, major casino operators such as MGM, Wynn, and Las Vegas Sands view Asia as a promising yet largely untapped market, offering favorable deals and the potential for substantial tax revenue. With growing public pressure and the allure of economic benefits, several Asian governments are reconsidering their stance on gambling.

In recent years, particularly following the COVID-19 pandemic's impact on the tourism industry, there has been a noticeable increase in the establishment of legal gambling operations across Asia. Let's explore which Asian nations are gearing up to welcome both tourists and locals to their new gaming venues.

The Asia Pacific online gambling market reached a size of over USD 15 billion in 2019 and is expected to exhibit a growth rate of approximately 18% between 2020 and 2026. This growth is driven by a surge in internet users and the widespread adoption of digital payments in Southeast Asia. According to the e-Conomy Southeast Asia (SEA) 2020 report, approximately 40 million users from countries such as Malaysia, Vietnam, Singapore, the Philippines, Indonesia, and Thailand came online for the first time in 2020, bringing the total number of internet users in the region to around 400 million, representing 70% of the population. Similarly, digital payments in Southeast Asia are projected to reach USD 1 trillion by 2025

Japan

For over a century, Japan has maintained strict prohibitions on most forms of gambling. Presently, wagering on select football games, horse races, and pachinko machines stands as the sole permissible forms of gambling in the country.

However, Japan has experienced a notable shift towards the authorization of larger-scale casinos, driven by the enactment of the Integrated Resort (IR) Promotion Act and subsequently the Integrated Resort (IR) Implementation Law, both implemented a few years later. Integrated Resorts encompass comprehensive tourist destinations featuring hotels, retail outlets, dining establishments, and notably, casinos.

In 2021, the newly established Japan Casino Regulatory Commission introduced regulations outlining the requirements for establishing casinos, thus implementing the Specified Integrated Resort Area Development Law. The late Shinzo Abe, a staunch advocate of this initiative and former prime minister, expressed confidence that these measures would stimulate tourism and bolster the nation's economy

Philippines

The Philippine gambling industry is primarily regulated by two main authorities: the Cagayan Economic Zone Authority, responsible for licensing internet operators, and the Philippine Amusement and Gaming Corporation (PAGCOR), which oversees licensing for land-based gambling establishments.

While online casinos are allowed to operate from the Philippines, they are not authorized to offer online gaming services to residents within the country. Paradoxically, foreign companies are legally permitted to provide online gambling services to Filipino citizens. Adding to the complexity, these offshore casino enterprises acquire their licenses from PAGCOR, the regulatory body initially established solely for overseeing land-based operations.

China

Apart from two state-operated lotteries, mainland China strictly prohibits gambling activities. However, Chinese citizens still have avenues to indulge in casino entertainment through legal loopholes. Macau and Hong Kong, China's two special administrative regions, are sanctioned to offer gambling entertainment. Capitalizing on this opportunity, neighboring countries heavily invest in attracting and serving Chinese gambling tourists by developing luxurious

five-star casino resorts.

Macau

Macau, often dubbed the Asian "Las Vegas," boasts a colossal gambling industry, with its 41 casinos predominantly catering to high-rolling professionals rather than casual visitors. The island exudes the quintessential "Vegas vibe," characterized by an abundance of neon lights and elaborately themed hotels and casinos. However, online gambling has been prohibited in Macau since 2015

Hong Kong

Capitalizing on its heightened autonomy, Hong Kong established the Jockey Club, an institution where horse race betting and sports gambling are permitted but subject to strict regulations. However, online gambling and sports betting are completely prohibited, with foreign online casino sites actively blocked. Additionally, other forms of gambling, such as land-based casino games, are only allowed beyond Hong Kong's territorial waters. As a result, individuals seeking to gamble often find themselves regularly ferried to nearby Macau for such entertainment

Singapore

For a considerable period, Singapore's gambling options were limited to state-owned entities: Singapore Pools for lottery-style games and Singapore Turf Club for horse racing and sports betting.

Before 2005, Singapore exclusively allowed gambling through government-controlled establishments, specifically the Turf Club for horse racing and sports betting, and the Singapore Pools for lotteries. Casinos remained strictly prohibited.

In 2005, the Singaporean government initiated the operation of land-based casinos within integrated resorts, under the condition that tourists pay an admission fee to access this form of entertainment. To ensure effective regulation, only two gambling licenses are available to international operators. Additionally, online gambling remains prohibited within Singapore.

Vietnam

Vietnam initiated the legalization of gambling relatively recently, with the legalization of sports betting in 2018 and the opening of casinos to tourists. However, local residents are

largely prohibited from playing in casinos, except for one initiative allowing Vietnamese citizens in specifically licensed venues, provided they can demonstrate a monthly income exceeding €370.

Although numerous developers are pursuing government approval to construct additional casinos, currently, only one casino is operational, with another in the development stage.

Cambodia

Land-based casinos in Cambodia exclusively cater to visitors, making it a favored gambling destination for many neighboring countries whose governments have yet to legalize such entertainment. Between 2015 and 2020, online gambling briefly obtained legal status; however, the government has since reversed its decision, once again prohibiting online gambling activities.

Malaysia

Like Vietnam and Cambodia, Malaysia restricts gambling to tourists in physical establishments; both online and physical gambling are prohibited for Malaysian citizens. Fortunately, if you're a Malaysian citizen caught gambling, it won't be treated as a criminal offense.

Conclusion

While the prospect of a fully legalized Asian gambling market may still be some time away, there are encouraging developments underway. Increasingly, more states are recognizing the benefits of a regulated market, including higher tax revenues and improved security measures for their citizens.

8.5.MARKET FORECAST

According to research by Juniper, the turnover in the online gambling sector was projected to hit \$950 billion by 2021, and even before the pandemic, it was showing steady growth, as reported by Yogonet. The study highlights the increasing shift of gambling activities to the online realm, with mobile applications driving the highest levels of engagement. The proportion of bets placed via mobile devices continues to rise.

Despite a general trend towards the regulation of national gambling markets, Juniper's research notes that a few countries are moving towards a complete ban on online and mobile gambling. The global online gambling market already represents over 13% of the total legal gambling market and is consistently expanding.

Niche revenue in online gambling is expected to reach \$65 billion by 2021, with the niche undergoing various changes and reforms depending on market dynamics. The gambling industry is witnessing active development in modern technologies, encompassing classic slots, video slots, and virtual reality (VR) gambling. Companies are adapting to meet the demands of a younger generation of players, resulting in innovations such as esports betting and skill-based games.

The Asian market remains the largest globally, with demand for gambling continuing to rise each year. The trend towards legalization of online betting and casinos observed in 2019 has carried over into 2020, presenting new opportunities for the industry. Meanwhile, in Africa, the online gambling market is experiencing rapid growth, although regulatory frameworks are still lacking in many countries, hampering the market's full potential.

9. CHALLENGES OF LAUNCHING AN ONLINE CASINO

Legislative instability

Each country establishes its own regulations governing gambling, and these regulations frequently undergo revisions. Casino owners must be prepared to adapt their establishments to comply with any changes in the law that may arise.

Equipment operational instability

Given that the primary platform is the internet, it's imperative that everything functions seamlessly. Any downtime or disruption to the site or server can lead to significant losses for the casino.

Software

The structure of an online casino resembles a construction set, comprised of three primary types of software: a gaming platform, a payment solution, and gaming content.

Among these, payment systems are considered the least risky category, as they undergo rigorous testing by regulatory authorities and banks, minimizing the likelihood of low-quality software.

The most significant risk for operators lies in non-original, or pirated, software. This poses a threat of losing experienced players who prioritize original software for its guaranteed payouts and transparent return-to-player (RTP) percentages. Additionally, operators must be wary of backdoors—malicious algorithms embedded in software to siphon funds from unsuspecting operators—as well as the prevalence of errors and bugs, which can lead to financial losses.

Pirated software presents illegal risks, as clients are often unable to identify the final provider or contracting party due to a complex chain of intermediaries. Conversely, with original software, operators have clarity on their contractual agreements and can address any issues with confidence.

Furthermore, copyright infringement is a serious concern that should not be overlooked, as legal action can be pursued under copyright laws

Security is a paramount consideration when selecting software, with reputable development companies investing substantial resources to ensure robust security measures. Prioritizing security ensures the protection of all customers.

Usability is another crucial aspect that is sometimes neglected during software development. While functionality is important, usability must not be overlooked, as an accumulation of unsystematic features can lead to user confusion. It is essential to prioritize ease of use throughout all stages of software development, including initial planning and subsequent upgrades

Intense Competition

Operating a gambling business can yield substantial profits due to the high demand for such services. Many aspire to carve out a niche in this industry, but only those with the right approach to business can truly succeed. It's essential to recognize that success in this field requires dedication and hard work.

Money laundering

Regulatory organizations continuously monitor online casinos for potential money laundering activities conducted by criminal entities and the financing of terrorism. If insufficient anti-money laundering measures are detected, casinos risk having their licenses revoked.

Advertising

Regulatory organizations enforce socially responsible gambling advertising practices, with a focus on safeguarding children, young people, and other vulnerable individuals from harm or exploitation. This includes scrutinizing advertising content to ensure it does not feature toys, comic book characters, cartoons, fairy tales, or brands that appeal to children.

Loss of funds

During the initial stages, losses may occur due to expenses such as registration fees, rent, and office equipment. However, the security deposit, intended to cover unforeseen closures of the online casino, is returned to the owners under specified circumstances. This deposit must remain untouched during the operation of the online casino, serving as a reserve in case of significant payouts like jackpot wins, thereby minimizing potential losses.

Risk insurance

The founders and co-owners of the project boast a collective 10 years of experience in the online casino industry. Coupled with the managerial expertise of the project mentor, this extensive experience ensures that the risks associated with entering the market will be minimized to the greatest extent possible

10.FINANCIAL PLAN

10.1.INVESTMENTS BREAKDOWN

Investment Volume and Structure

The complete investment needed for the project amounts to 230.3 thousand euros (EUR).

Table 5. Investment budget, euro

№	Name	Value
1	Acquisition of a license and security payment	129 260
2	Payment for the Amazon server	11 960
3	Office equipment and stationery	2 300
4	Floating capital financing	86 874
Invested capital total (actual need for cash)		230 394

Project Milestones and Investment Implementation Schedule

The overall project implementation period spans 36 months (3 years). The investment period, occurring before the official launch of the project, is set at 0.3 years. The project implementation involves the following key stages:

First Stage: Acquisition of a license and security payment.

Second Stage: Payment for the Amazon server.

Third Stage: Procurement of office equipment and stationery.

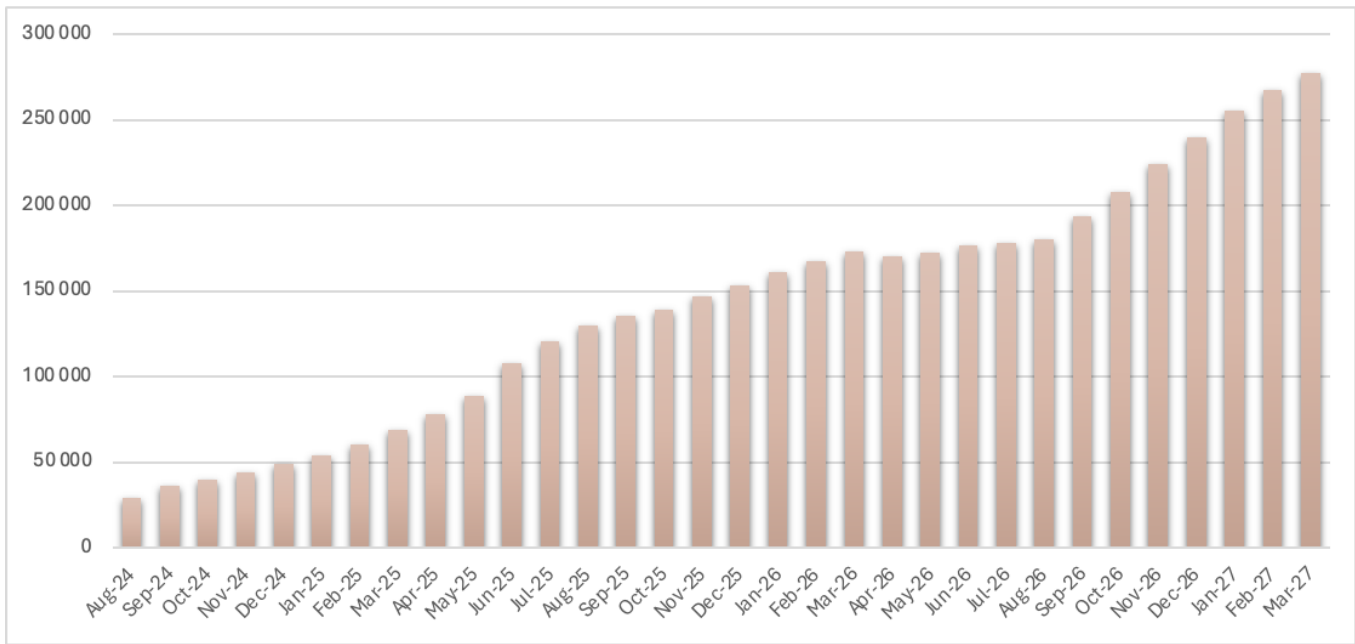
10.2.INCOME STRATEGY

Diverse Income-Generating Activities and Products

As part of this project, the anticipated revenue is derived from the provision of online casino services.

Extensive Service Portfolio

Diagram 9. Dynamics of proceeds from sales and direct costs, euro



The sum of proceeds for the entire project period of 3 years is projected to amount to 3,880.7 thousand euros (EUR).

Diagram 10. Dynamics of income and net profit in Euros

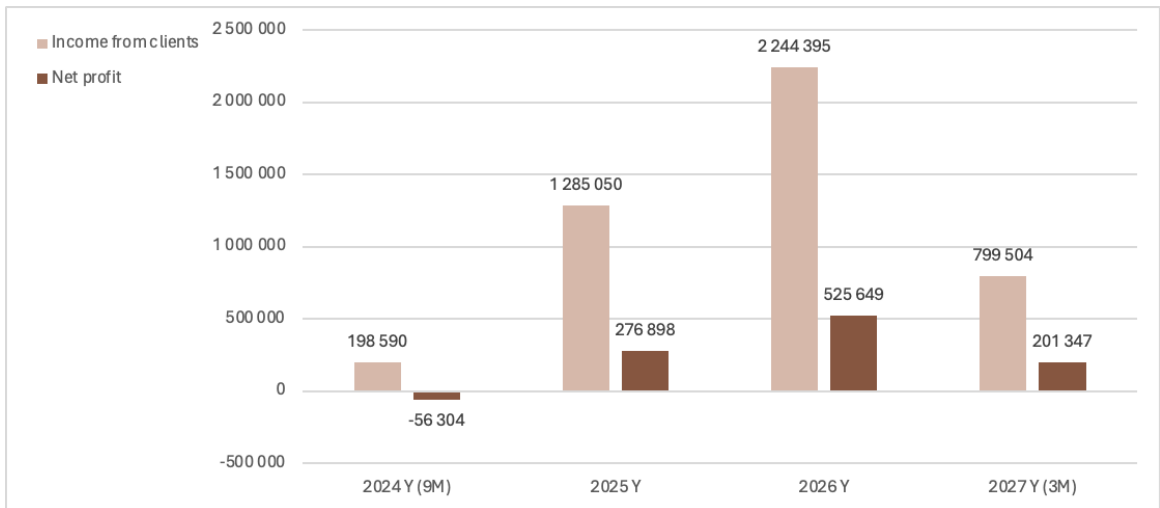


Table 6. Income and direct cost plan, euro

		Total for 3 years	2024 (9M)	2025	2026	2027 (3M)
Physical indicators	Unit					
Total number of clients	ppl	92 399	4 053	26 226	45 804	16 316
Number of new clients	ppl	60 209	3 663	18 529	29 009	9 008
Number of current clients	ppl	32 190	390	7 697	16 795	7 308
Proceeds		3 880 748	170 220	1 101 472	1 923 767	685 289
Income from clients	42	3 880 748	170 220	1 101 472	1 923 767	685 289
Direct costs		2 531 478	171 957	649 762	1 276 929	432 831
Advertising costs	18	1 139 417	83 329	352 917	537 834	165 338
Additional staff costs	1 450	935 250	0	130 500	572 750	232 000
Salary		313 600	49 000	117 600	117 600	29 400
License fees		143 211	39 628	48 745	48 745	6 093
Indirect costs		481 600	56 500	175 600	175 600	73 900
Accounting		112 000	17 500	42 000	42 000	10 500
Office equipment maintenance		87 467	13 667	32 800	32 800	8 200
Hosting		120 000	0	40 000	40 000	40 000
Office rent		48 000	7 500	18 000	18 000	4 500
Legal support		114 133	17 833	42 800	42 800	10 700

10.3. MARKETING PLAN

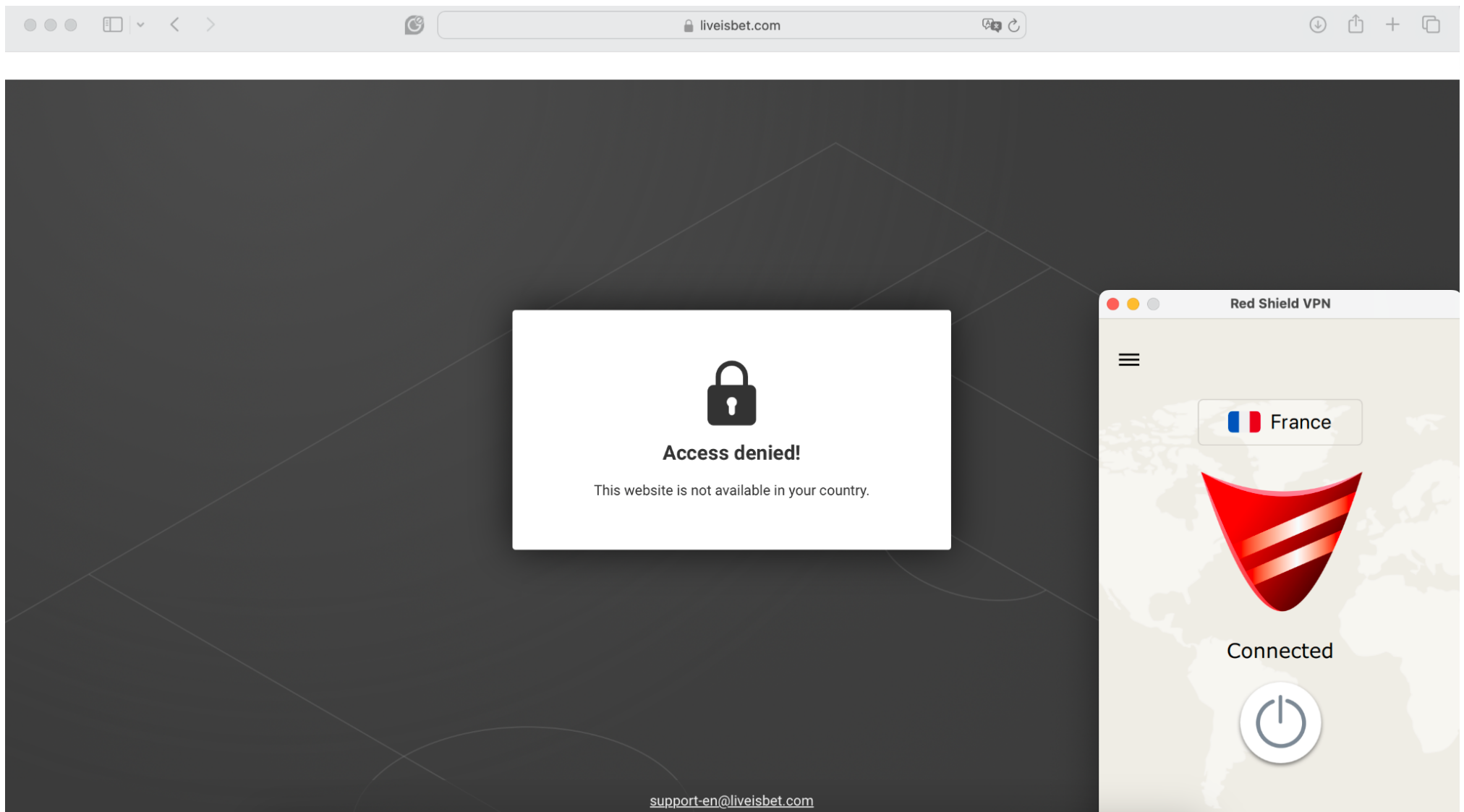
10.3.1 Liveisbet is tailored for discerning individuals aged 18 and above who are in pursuit of a unique and conscientious gaming journey. This inclusive marketing blueprint delineates tactics to foster brand connection, captivate the intended demographic, and bolster sales via innovative and ethical endeavors.

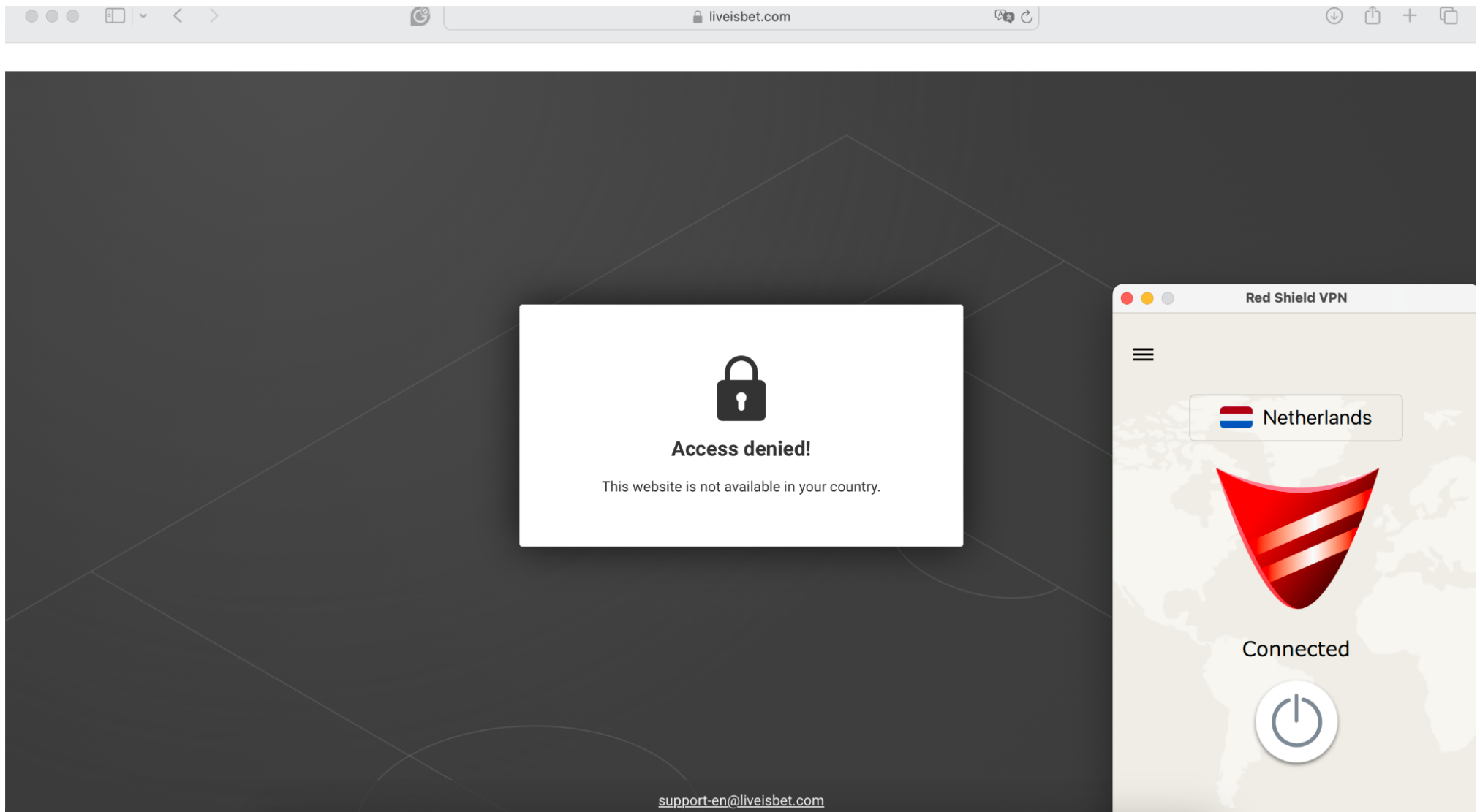
10.3.2 Target Audience:

Demographics: Our primary focus lies on adults aged 18 and above, with particular emphasis on the 21-35 age bracket.

Geographics: We concentrate our efforts in Canada (excluding Ontario), Finland, and Poland.

Geoblock: Our services are unavailable in the USA, France, as well as The Netherlands, including the Dutch Caribbean islands of Curacao, Aruba, Bonaire, St. Martin, St. Eustatius, and Saba.





- Psychographics: We cater to individuals who appreciate cutting-edge technology, passionate gamers, and those who prioritize responsible gaming principles

10.3.3 a. Brand Identity:

Craft a compelling brand narrative that underscores our commitment to revolutionizing the gaming landscape through innovation, excitement, and a steadfast dedication to responsible gaming.

Position liveisbet as a hub for cutting-edge technology, diverse gaming experiences, and a vibrant gaming community.

b. Digital Domination:

Enhance the website to ensure an intuitive user experience, facilitating seamless navigation across all platforms.

Harness the power of social media platforms for targeted advertising, captivating content distribution, and community-building initiatives.

c. Content Expedition:

Develop a content strategy incorporating engaging blog posts, interactive tutorials, and exclusive insights from developers to nurture a sense of community and maintain player engagement.

Forge partnerships with gaming influencers and content creators to expand NexusGamer Ventures' reach and influence.

d. Advocacy for Responsible Gaming:

Integrate responsible gaming messages seamlessly into marketing materials and gaming interfaces. Incorporate features such as session duration reminders, spending limits, and voluntary self-exclusion tools to empower players and promote responsible gaming practices.

10.3.4 Sales Expeditions:

a. Launch Excitement:

- Unveil captivating launch promotions and exclusive bonuses to enthrall early adopters.
- Employ strategically timed limited-time offers to instill urgency and anticipation.

b. Partnership Odyssey:

- Form strategic alliances with gaming affiliates, influencers, and synergistic brands to amplify visibility and attract a broader audience.
- Establish an enticing affiliate program to motivate third-party promotion.

c. Data-Fueled Refinement:

- Harness analytics tools to glean insights into player behavior, preferences, and the efficacy of various acquisition channels.
- Propel data-driven optimizations in marketing strategies, targeting precision, and overall user experience.

d. Customer Harmony Mastery:

- Implement an agile Customer Relationship Management (CRM) system to personalize communications, promotions, and offers based on individual player preferences.
- Leverage targeted email marketing campaigns for personalized promotions and real-time updates

10.3.5 Evaluation Criteria:

Consistently track key metrics such as customer acquisition cost, conversion rates, player lifetime value, and overall customer satisfaction

Conduct regular reviews and agile adjustments informed by performance analytics.

10.4.PROJECT COST ANALYSIS

Fixed Expenses

Personnel Expenses and Salary Distribution

According to the staffing table, there are a total of 5 personnel estimated, each with a standard workload. The average salary for these positions is established at 1,600 euros per month. All employees will be remunerated based on a time-based compensation model. Moreover, there are considerations for future implementation of a financial incentives system, comprising bonuses and other reward mechanisms.

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Table 7. Staffing table with salaries, euro

Nº	Position	Number of people	Salary	Total per month
1	Director	1	2 200	2 200
2	Site developer	1	1 600	1 600
3	Designer	1	1 600	1 600
4	Advertising specialist	1	1 600	1 600

5	Employee	2	1 400	2 800
	Total	6		9 800

With every influx of 6000 new clients, there will be a need to recruit an extra 5 staff members. The expenses linked to hiring this additional personnel will be incorporated into the variable costs.

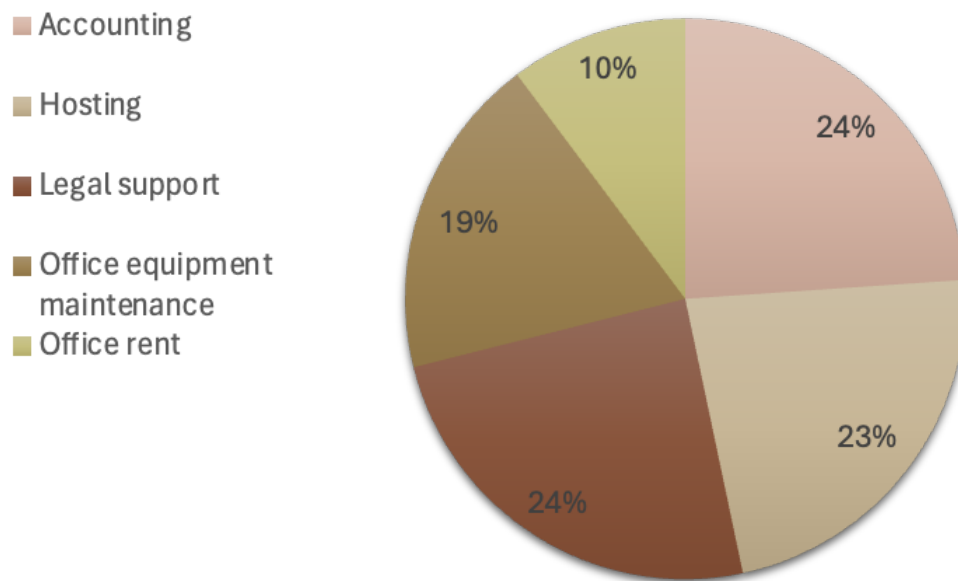
Other Incurred Fixed Expenses

When calculating the financial metrics for this project, the existing fixed costs, which average 32.0 thousand euros per month, have been taken into account. A detailed breakdown of the ongoing fixed expenses is presented in the table below.

Table 8. Fixed costs, euro

No	Item of expense	Total per year
1	Accounting	42 000
2	Office equipment maintenance	32 800
3	Hosting	40 000
3	Office rent	18 000
4	Legal support	42 800
	Total	175 600

Diagram 11. The structure of fixed costs



Variable Costs Assessment

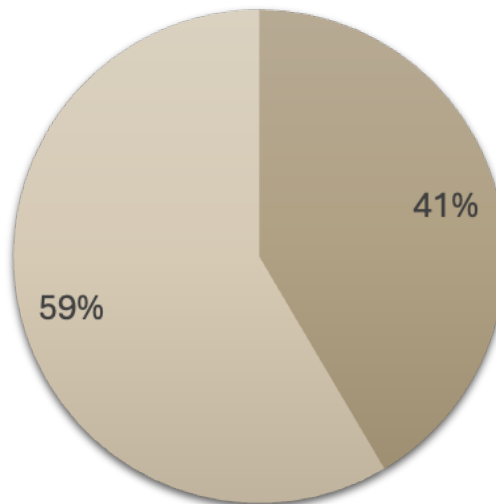
Direct Production Expenses

Table 9. Variable costs, euro

No	Item of expense	Per unit, total	Calculation base
1	Advertising costs	18	for 1 client
2	Additional staff costs	1 450	for 1 person

Diagram 12. Composition of Variable Costs (as a percentage of total variable costs)

- Additional staff costs
- Advertising costs



Taxation Considerations

Taxes of the company as a tax subject

The anticipated total sum of accrued and paid taxes throughout the entire project duration is forecasted to reach 194.3 thousand euros (EUR).

10.5.FINANCIAL PLAN

Securing Investment Resources

Financial Resource Needs and Funding Framework

The financial demand for the project amounts to 230.3 thousand euros (EUR). It is expected that the funding for this project will be obtained from the investor.

Repayment Conditions for Investor Funds

The reimbursement process is scheduled to commence from the 10th month, specifically upon the achievement of a cumulative profit for the current month exceeding zero. The total payments to the investor throughout the project's duration are estimated to amount to 241.1 thousand euros (EUR).

Indicators for Cash Flow Planning

Daily Operational Tasks

Positive cash flows from operating activities stem from sales proceeds, whereas negative cash flows originate from the company's operational expenditures. The total proceeds for them

project period sum up to 3,880.7 thousand euros (EUR).

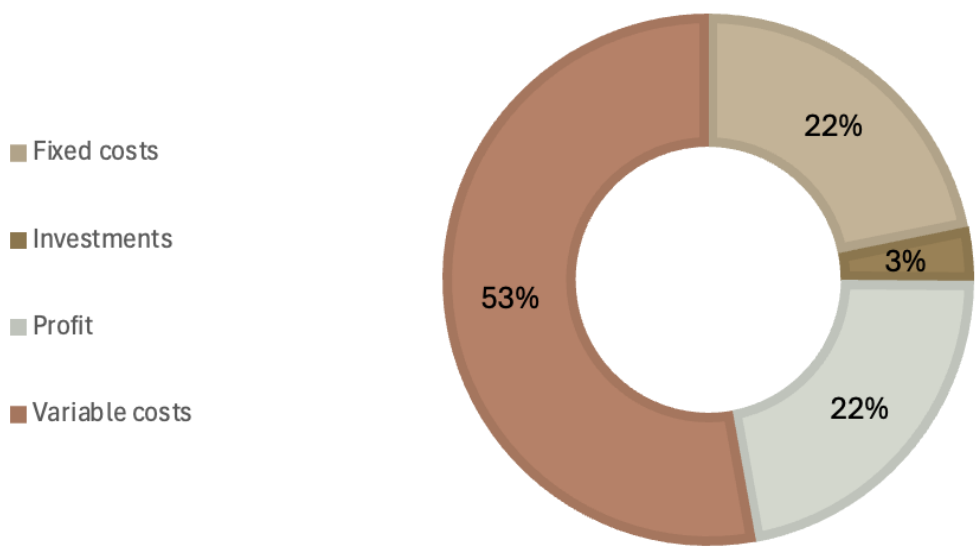
The negative cash flow is comprised of the following main components:

Variable costs: Advertising expenses at 18 euros per client; Additional staff expenses at 1450 euros per person

Fixed costs: 175.6 thousand euros (EUR)

Taxes: 194.3 thousand euros (EUR)

Diagram 13. Allocation of Sales Proceeds to Costs and Profit Structure



Overall Financial Status

The project spans a calculation horizon of 36 months (3 years), consisting of a 3-month (0.3 years) investment phase leading up to the project launch, followed by a working period of 33 months (2.7 years).

Total sales proceeds for the entire project duration are projected at 3,880.7 thousand euros (EUR), while total costs are estimated at 175.6 thousand euros (EUR).

The average monthly net operating income is anticipated to be 18.8 thousand euros (EUR).

Upon completion of the project, the forecasted net profit is 581.4 thousand euros (EUR). These financial metrics offer insights into the project's performance and profitability throughout its designated timeline.

Table 10. Financial and Investment Metrics of the Project

Name of the index	Value of the index
Calculation period of the project, year	3
Laid-down capital (LDC), EUR	143 520
Sum of proceeds (SP), EUR	3 880 748
Net average operational receipts per month (NAOR), EUR	18 845
Net profit for the project period, EUR	581 475
Average profitability for the project period (net profit to proceeds	14,98%
Discounting rate (DR), %	19,20%
Net present value (NPV), EUR	230 199
Average Rate of Return of investments (ARR)	9,20%
Return on investment (ROI)	305%
Profitability index (PI)	1,6
Internal rate of return (IRR)	74,37%
Pay back period of the project in whole (PBP), incl. financing scheme	18 months
	1,5 years

10.6.SWOT ANALYSIS

Table 12. SWOT analysis

SWOT Analysis

